Q2 and H1 FY2026 Results

August 13, 2026

CERES INC. (TSE Prime Market: 3696)

CEREs

01. Consolidated Results Summary

Executive Summary of H1 FY2026 Results

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Net sales ¥18.76 billion YoY ＋18.4%	• **Point business revenue increased 60% YoY, driven by strong financial-sector advertising** • Financial Service sales were 2.3x the prior-year level, driven by strong performance in labol's invoice factoring business. • DX was consolidated through Q2 FY2025, contributing ¥3.15 bn in sales. Excluding DX, sales increased approx. 50.0% YoY
OP ¥2.30 billion YoY +57.5% **EBITDA[*1] ¥2.69 billion** YoY -24.4%	• **Strong performance in Moppy drove Point business operating profit to ¥4.0 bn, up 90% YoY** • Despite operating losses of ¥330 mn in D2C and ¥530 mn at Mercury, consolidated operating profit increased significantly • Excluding the gain on sale of shares recorded in Q2 FY2025, EBITDA nearly doubled YoY
Sale of Shares in bitbank (Scheduled for October 2026)	• **Transfer price of approx. ¥8.6 bn, with after-tax cash proceeds expected to be approx. ¥7.4 bn** • Extraordinary income of approx. ¥5.5 bn on a consolidated basis and ¥6.8 bn on a non-consolidated basis expected to be recorded
Enhancing Shareholder Returns	• **Annual ordinary dividend forecast revised upward from ¥60 to ¥90 per share** Dividend yield based on the revised forecast: 4.35%[*2] • **Completed approx. ¥0.5bn in share repurchases in H1** **Plans to authorize additional share repurchases of up to ¥2.5bn following completion of the bitbank share sale**

*1 EBITDA: Profit before income taxes + Interest expenses + Depreciation + Amortization of goodwill (addition of amount equivalent to amortization of goodwill including share of loss of entities accounted for using equity method) + impairment losses.
*2 Calculated based on the closing share price of 2,068 on August 12, 2026.

Condensed Income Statement (H1)

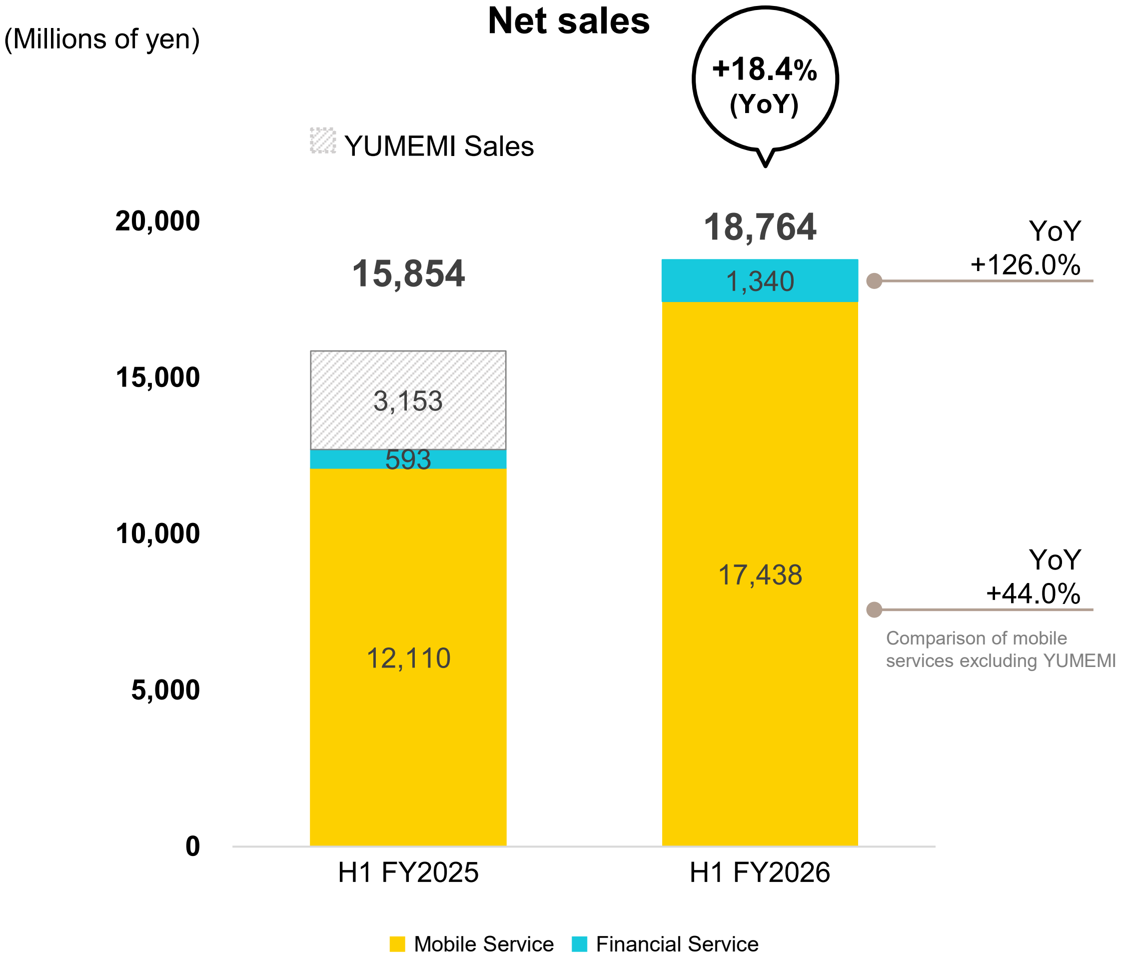
(Millions of yen)	H1 FY2026	H1 FY2025	YoY
Net sales	**18,764**	**15,854**	+18.4%
Gross profit	**8,277**	**6,851**	+20.8%
SG&A expenses	**5,975**	**5,389**	+10.9%
Operating profit	**2,302**	**1,461**	+57.5%
Ordinary profit	**1,968**	**1,068**	+84.2%
Profit *1	**1,115**	**1,552**	-28.1%
EBITDA	**2,691**	**3,562**	-24.4%

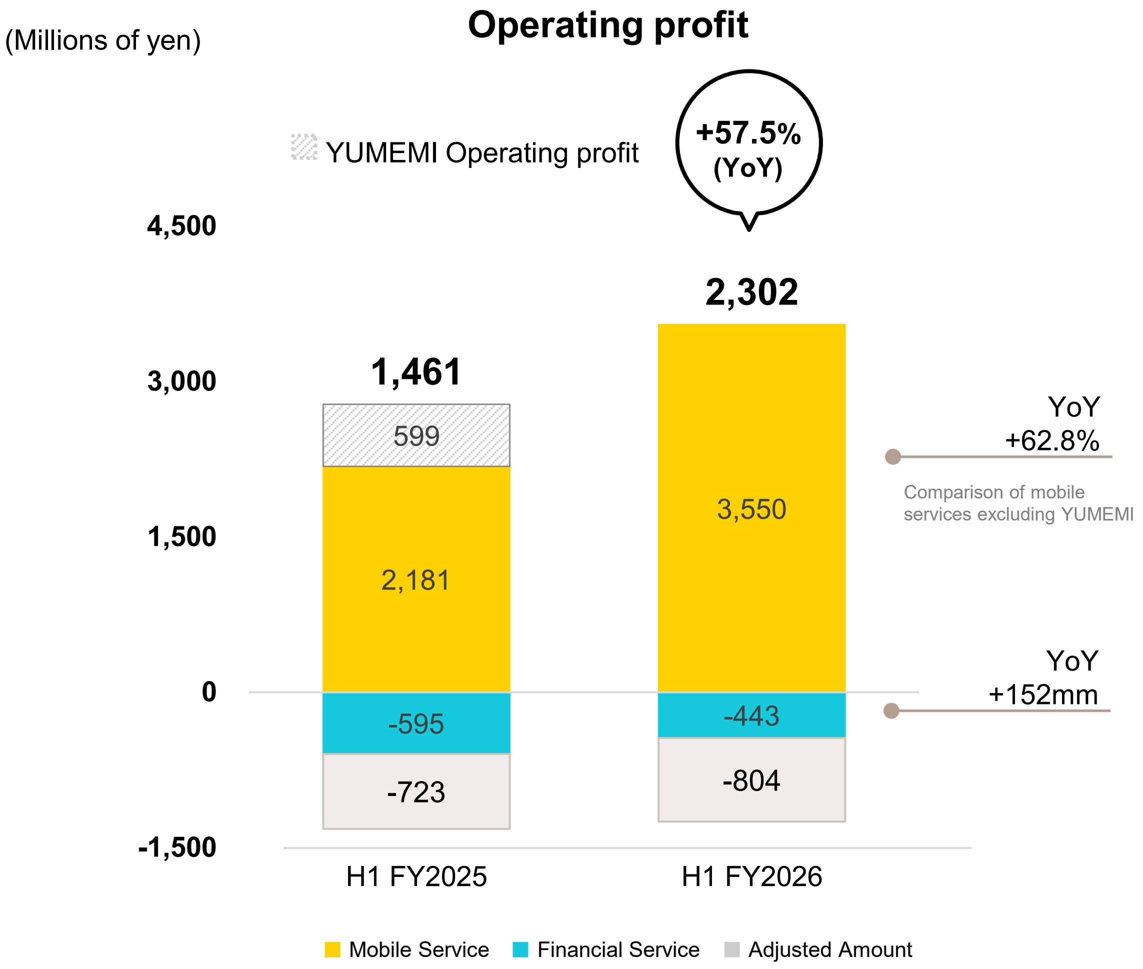
Impact of YUMEMI exclusion from consolidation:
FY2025 results include YUMEMI's performance, while FY2026 results exclude it due to deconsolidation.

* Profit represents profit attributable to owners of parent.

Segment Information (H1)

- **Mobile Service sales excluding DX increased 44.0% YoY, while operating profit rose 60.0%, driven by significant sales and profit growth in the Point business.**
- **Financial Service sales increased YoY and profitability improved, as labol nearly doubled sales and turned profitable despite the impact of weak market conditions on Mercury.**





* Inter-segment transactions are not shown, as their impact on the graph is immaterial.
* DX (YUMEMI) was excluded from consolidation from Q3 FY2025.

* The adjusted amount for operating profit includes expenses that do not belong to a specific segment.
* DX (YUMEMI) was excluded from consolidation from Q3 FY2025.

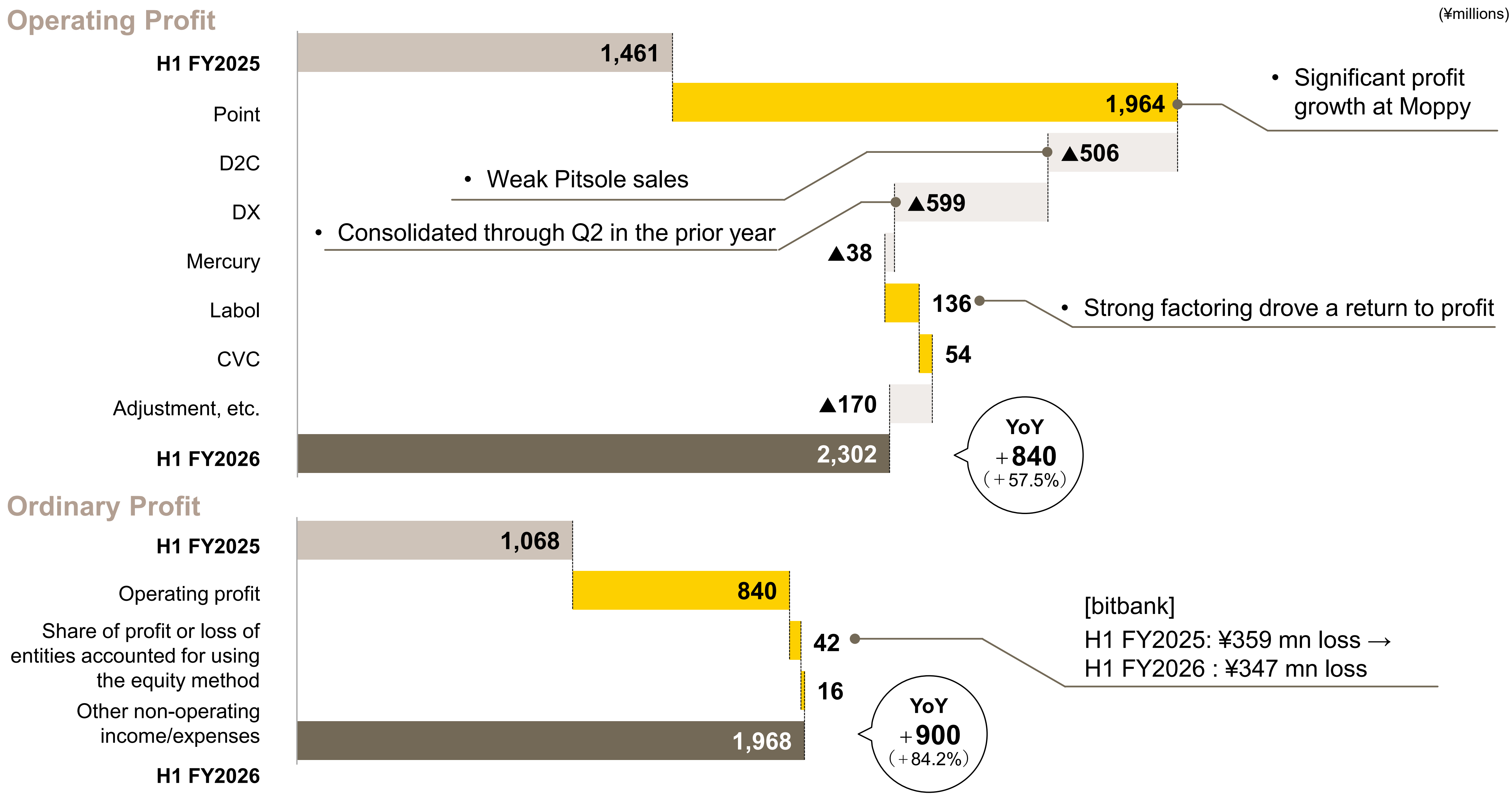
Segment Information (H1)

(Millions of yen)	Net sales			Operating profit		
	H1 FY2026	H1 FY2025	YoY	H1 FY2026	H1 FY2025	YoY
Consolidated	18,764	15,854	+18.4%	2,302	1,461	+57.5%
Mobile Service Business	17,438	15,263	+14.2%	3,550	2,780	+27.7%
Point	15,259	9,485	+60.9%	4,053	2,089	+94.1%
D2C	2,217	2,636	-15.9%	-330	176	-
DX	-	3,153	-	-	599	-
Inter segment transactions	-38	-11	-	-173	-85	-
Financial Service Business	1,340	593	+126.0%	-443	-595	-
Inter segment transactions and adjustments	-14	-2	-	-804	-723	-

Impact of YUMEMI exclusion from consolidation:
FY2025 results include YUMEMI’s performance, while FY2026 results exclude it due to deconsolidation.

Factors Affecting Operating Profit and Ordinary Profit (H1)

(¥millions)



Condensed Income Statement（Q2）

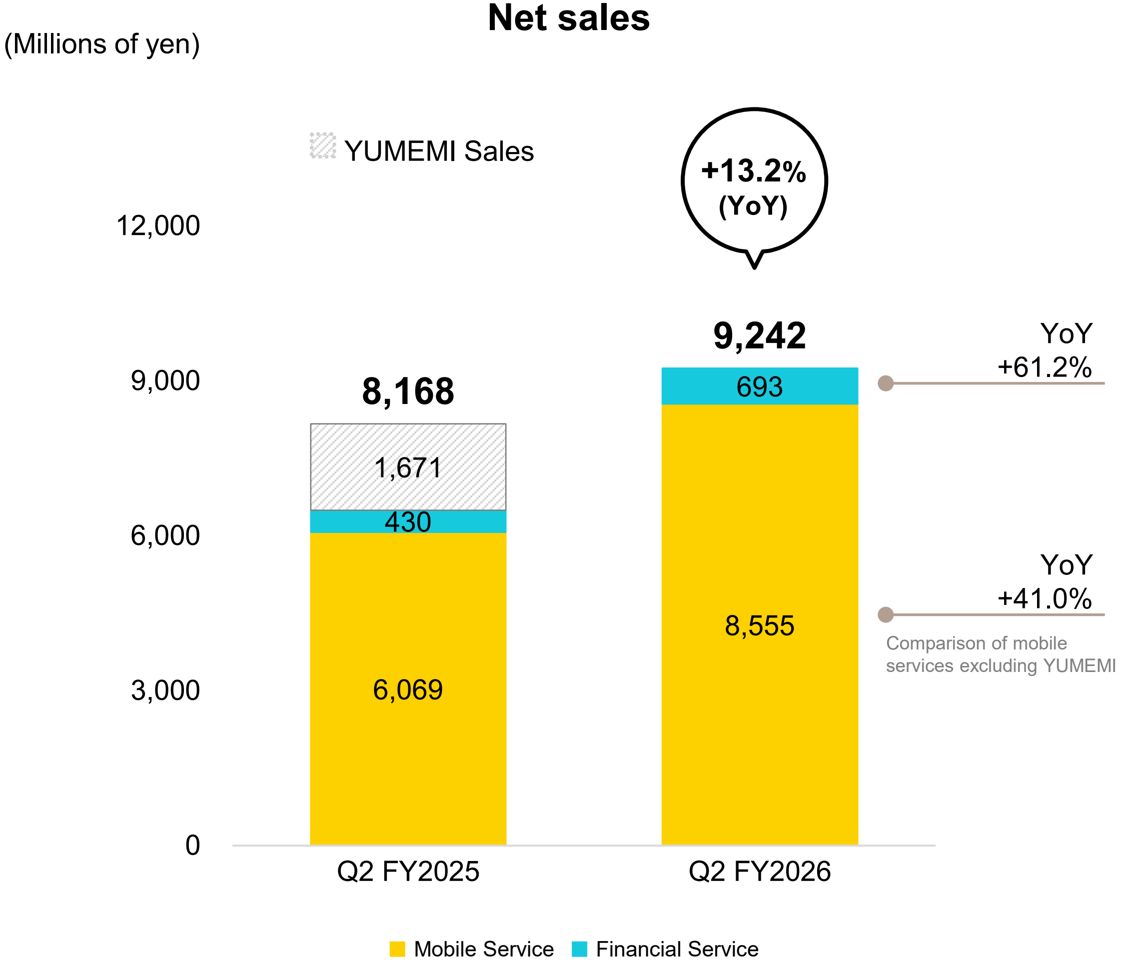
(Millions of yen)	Q2 FY2026	Q2 FY2025	YoY	Q1 FY2026	QoQ
Net sales	**9,242**	**8,168**	+13.2%	**9,521**	-2.9%
Gross profit	**3,847**	**3,556**	+8.2%	**4,429**	-13.1%
SG&A expenses	**3,276**	**2,954**	+10.9%	**2,698**	+21.4%
Operating profit	**571**	**601**	-5.0%	**1,731**	-67.0%
Ordinary profit	**407**	**715**	-43.1%	**1,561**	-73.9%
Quarterly profit *	**122**	**1,609**	-92.4%	**993**	-87.6%
EBITDA	**929**	**3,079**	-69.8%	**1,762**	-47.3%

Impact of YUMEMI exclusion from consolidation:
FY2025 results include YUMEMI's performance, while FY2026 results exclude it due to deconsolidation.

* Quarterly profit represents profit attributable to owners of parent.

Segment Information（Q2）

- **Mobile Service sales excluding DX increased 41.0% YoY and operating profit rose 32.1%, driven by continued strong performance in financial-sector advertising in the Point business.**
- **Financial Service sales increased 60.0% YoY, driven by strong performance at labol, while operating profit remained broadly flat despite lower profit at Mercury.**



* Inter-segment transactions are not shown, as their impact on the graph is immaterial.
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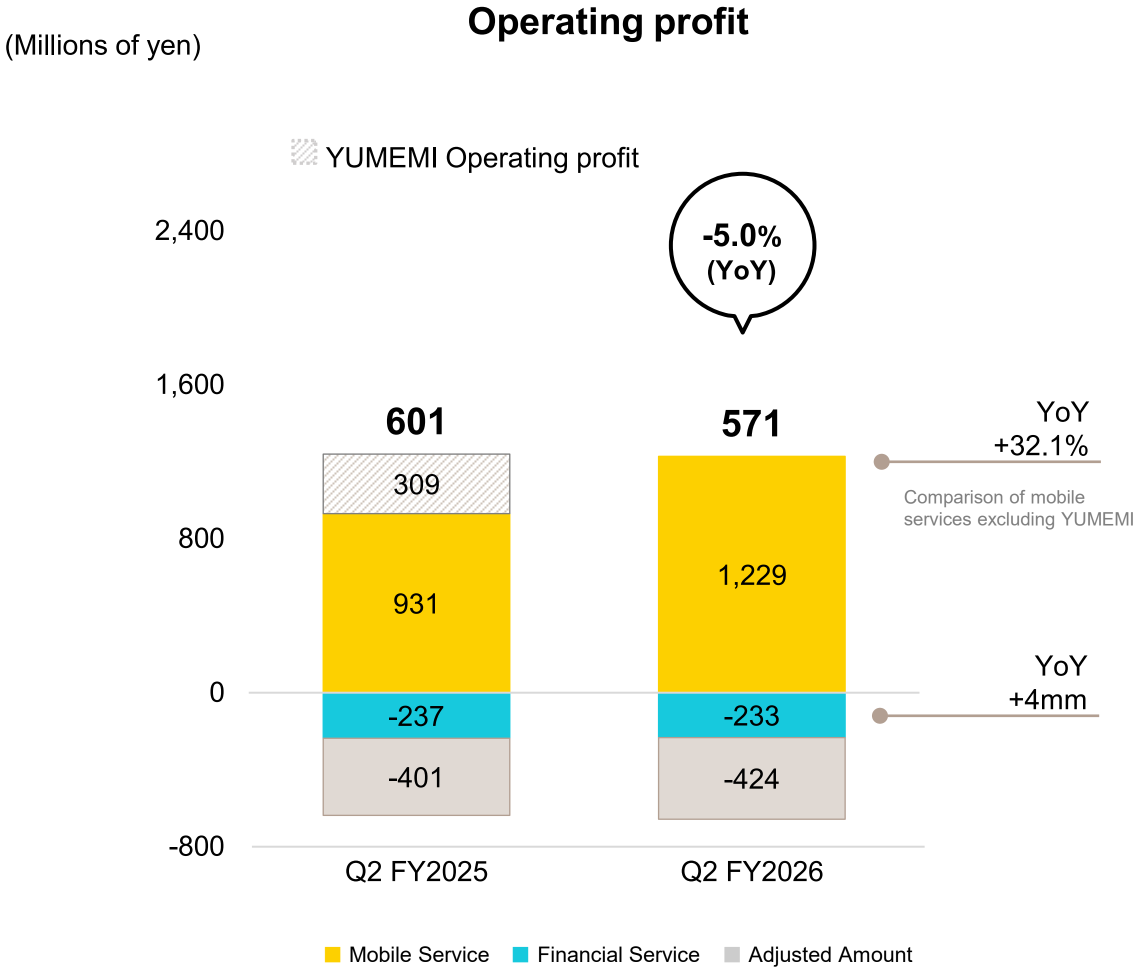

* The adjusted amount for operating profit includes expenses that do not belong to a specific segment.
* DX (YUMEMI) was excluded from consolidation from Q3 FY2025.

Segment Information（Q2）

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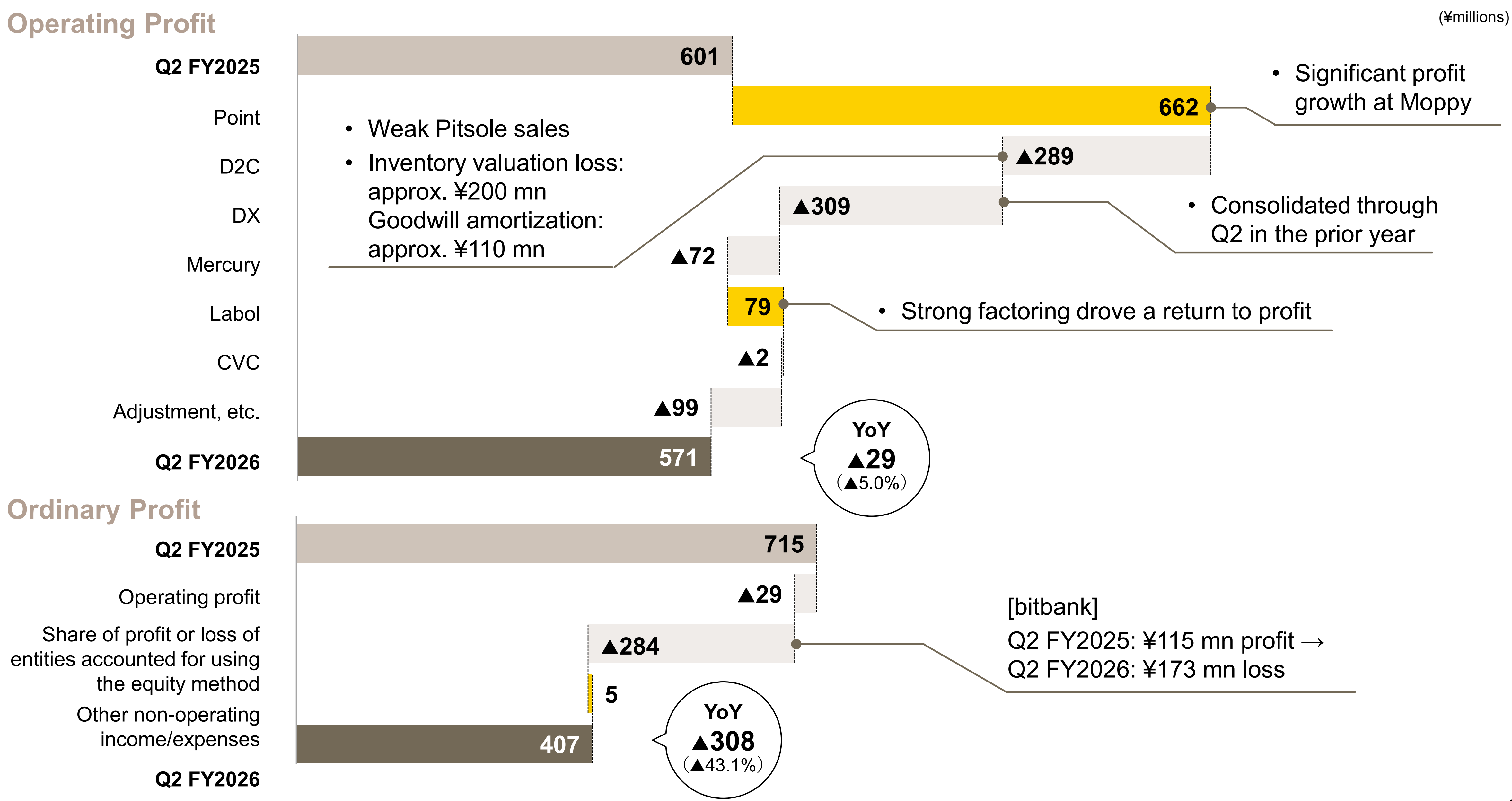
(Millions of yen)	Net sales Q2 FY2026	Net sales Q2 FY2025	Net sales YoY	Operating profit Q2 FY2026	Operating profit Q2 FY2025	Operating profit YoY
Consolidated	**9,242**	**8,168**	+13.2%	**571**	**601**	-5.0%
Mobile Service Business	**8,555**	**7,740**	+10.5%	**1,229**	**1,240**	-0.9%
Point	**7,260**	**4,551**	+59.5%	**1,599**	**937**	+70.7%
D2C	**1,318**	**1,522**	-13.4%	**-242**	**46**	-
DX	**-**	**1,671**	-	**-**	**309**	-
Inter segment transactions	**-23**	**-4**	-	**-127**	**-53**	-
Financial Service Business	**693**	**430**	+61.2%	**-233**	**-237**	-
Inter segment transactions and adjustments	**-6**	**-2**	-	**-424**	**-401**	-

Impact of YUMEMI exclusion from consolidation:
FY2025 results include YUMEMI's performance, while FY2026 results exclude it due to deconsolidation.

Factors Affecting Operating Profit and Ordinary Profit (Q2)

CERES

(¥millions)



Revision of earnings forecasts

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(Millions of yen)	FY2026 Revised Forecast (July 30)	FY2026 Revised Forecast (June 25)	FY2026 Initial Forecast	Change from Initial Forecast
Net sales	**37,000**	35,700	35,700	+3.6%
Operating profit	**3,700**	2,800	2,800	+32.1%
Ordinary profit	**3,300**	2,800	2,800	+17.9%
Profit attributable to owners of parent	**6,000**	5,900	1,600	+275.0%
EBITDA	**10,400**	8,850	3,450	+201.4%
EPS (¥)	**518.35**	509.71	138.66	—

Reasons for the Revision to the Earnings Forecast

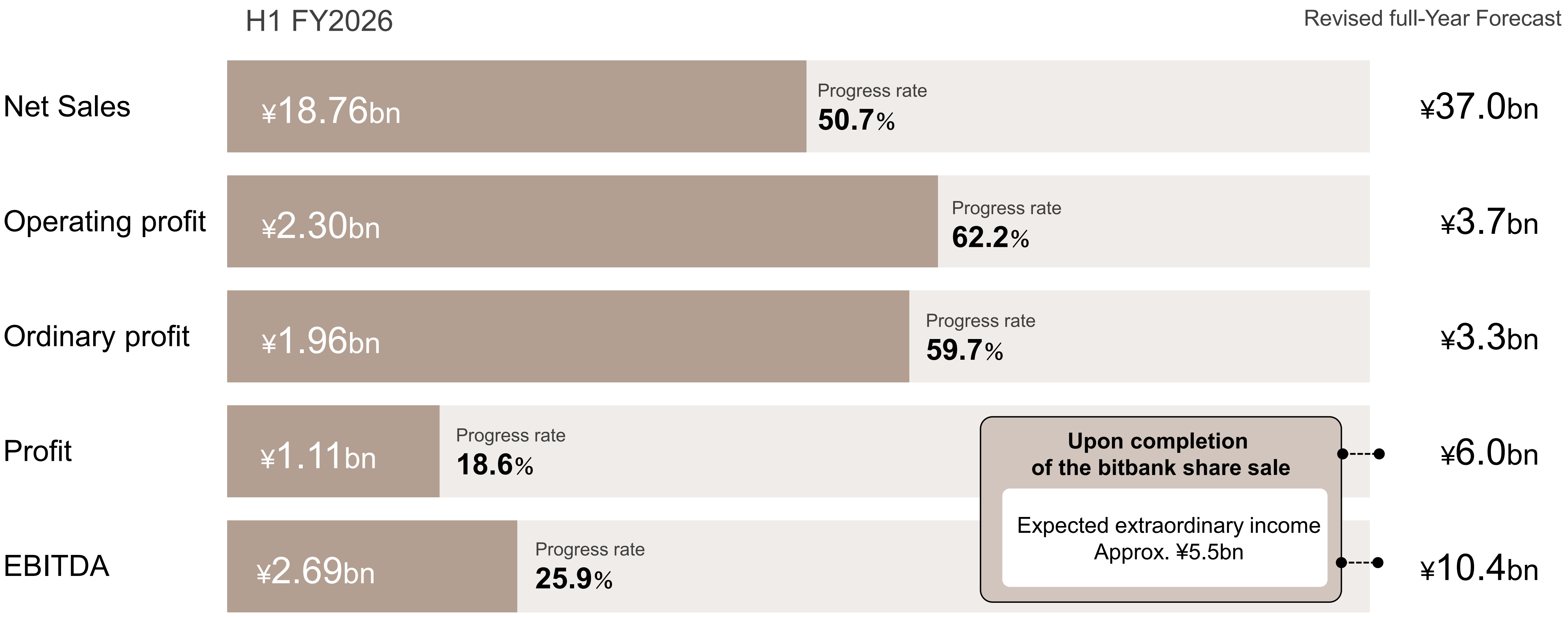
- Net sales: The forecast reflects continued growth in the Point business and the contribution from SQUIZ, whose results have been consolidated since Q2.
- Operating profit: Although D2C and Mercury are expected to fall short of the initial forecasts, significant profit growth in the Point business is expected to more than offset the shortfall. The forecast also includes the results of SQUIZ from Q2.
- Ordinary profit: The forecast incorporates a ¥340 million share of loss from bitbank, an equity-method affiliate, for the January–June period.
- Profit attributable to owners of parent: The forecast includes approximately ¥5.5 billion in extraordinary income expected from the planned sale of the Company’s shares in bitbank, as announced on June 25.

Revision of earnings forecasts (by segment)

(Millions of yen)	Net sales			Operating profit		
	FY2026 Forecast 予想	Initial Forecast	Compared to the Initial Forecast	FY2026 Forecast 予想	Initial Forecast	Compared to the Initial Forecast
Consolidated	**37,000**	**35,700**	+3.6%	**3,700**	**2,800**	+32.1%
Mobile Service Business	**33,680**	**32,280**	+4.3%	**5,790**	**4,600**	+25.9%
Point	**28,000**	**25,600**	+9.4%	**6,250**	**4,500**	+38.9%
D2C	**5,750**	**6,800**	-15.4%	**-50**	**270**	-
Inter segment transactions	**-70**	**-120**	-	**-410**	**-170**	-
Financial Service Business	**3,350**	**3,450**	-2.9%	**-545**	**-320**	-
Intersegment transactions and adjustments	**-30**	**-30**	-	**-1,545**	**-1,480**	-

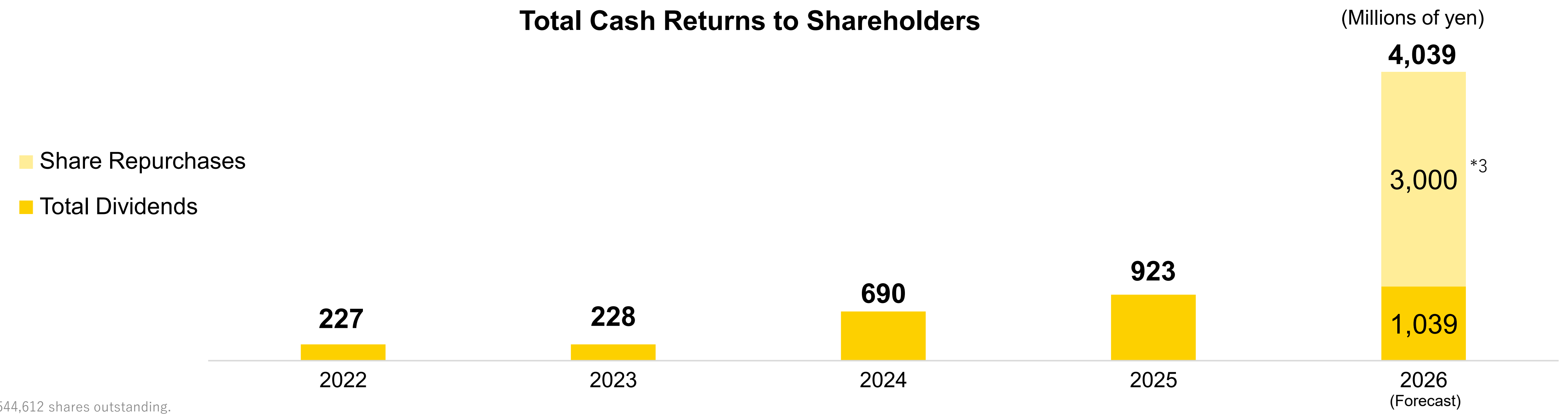
Progress Against Revised Full-Year Forecasts

- The Point business continued to outperform expectations, driven by stronger-than-expected demand for financial-sector advertising. H1 results significantly exceeded the forecast, while the H2 forecast remains unchanged.
- Although D2C and Mercury are performing below forecast, strong growth in the Point business continues to drive earnings, keeping consolidated profit on track.



Shareholder Returns

	FY2022	FY2023	FY2024	FY2025	FY2026
Annual Dividend per Share	20 yen	20 yen	60 yen (including a ¥20 commemorative dividend)	80 yen (including a ¥20 special dividend)	**90 yen**
Total dividends	¥ 227 mn	¥ 228 mn	¥ 690 mn	¥ 923 mn	**¥ 1,039 mn** *1
Dividend payout ratio	484.9%	50.5%	46.5%	36.9%	**17.4%** *2
DOE	2.5%	2.5%	6.8%	7.5%	**-**



*1 Based on 11,544,612 shares outstanding.
*2 Forecast EPS is based on the revised earnings forecast announced on July 30, 2026.
*3 Approx. ¥0.5 bn was repurchased from May to June 2026. Approx. ¥2.5 bn is planned to be repurchased following the sale of bitbank shares; however, depending on the share price and other factors, the repurchase period may extend into 2027 or beyond.

Use of Proceeds from Sale of bitbank Shares

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- Planned sale of bitbank shares for approx. ¥8.6bn, generating approx. ¥7.4bn in after-tax cash proceeds
- Proceeds to fund growth investments, with approx. half allocated to shareholder returns

Cash Proceeds	Allocation of Proceeds	
Sale of Our Stake in bitbank Transfer consideration*1 **Approx. ¥8.6bn** ▼ After-tax cash proceeds **Approx. ¥7.4bn**	**Growth Investment** **Toward MTMP* 2030** *Medium Term Management Plan	**EBITDA Target under MTMP 2030: ¥12.0 bn** ● **Continued investment in existing businesses** Investment in advertising, human capital and capital expenditures, as well as AI-driven service quality improvements ● **Development of new businesses** Leverage our business development capabilities to create new growth opportunities ● **Strategic M&A** Pursue M&A to strengthen the vertically integrated business model
	Shareholder Returns **Continued enhancement**	● **Upward revision to the annual dividend forecast for FY2026** Ordinary dividend revised from ¥60 to ¥90 per share, increasing total dividends by approximately **¥0.35bn***2 ● **Share repurchases totaling ¥3.0 billion planned** Approx. ¥0.5bn completed **Up to ¥2.5bn to be determined following completion of the bitbank share sale**

*1 The final transfer price will be determined upon completion of the sale, which is scheduled for October 2026.
*2 Number of shares used in the calculation: 11,544,612

Condensed Balance Sheet

(Millions of yen)	End-Q2 FY2026	FY2025	Change	Major factors
Current assets	24,881 (62.4%)	25,777 (68.7%)	-896	Cash and deposits: -2,808 Operational investment securities: +989 Accounts receivable-trade: +810
Non-current assets	14,983 (37.6%)	11,726 (31.3%)	+3,257	Goodwill: +2,782 (SQUIZ +2,923) Shares of subsidiaries and associates: -322
Total assets	39,865 (100.0%)	37,504 (100.0%)	+2,361	
Current liabilities	22,496 (56.4%)	20,418 (54.4%)	+2,078	Short-term borrowings*: +1,151 Provision for point liabilities: +1,453
Non-current liabilities	3,430 (8.6%)	3,121 (8.3%)	+308	Long-term borrowings: +289
Total liabilities	25,926 (65.0%)	23,540 (62.8%)	+2,386	
Total net assets	13,938 (35.0%)	13,964 (37.2%)	-25	Profit: +1,115 Shareholder returns (dividends): -923
Total liabilitiesand net assets	39,865 (100.0%)	37,504 (100.0%)	+2,361	

* Short-term borrowings include current portion of long-term debt.

Condensed Cash Flow Statement

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(Millions of yen)	H1 FY2026	H1 FY2025	Breakdown of FY2026
Cash flows from operating activities	78	1,319	Profit before income taxes: 4,620 Depreciation/Amortization of goodwill: 493 Provision for point card certificates: 1,058 Sales of shares of associates: -2,760 Income taxes paid: -1,132
Cash flows from investing activities	-2,476	776	Purchase of shares of subsidiaries and associates: -586 Proceeds from sale of shares of consolidated subsidiaries: 2,158 Purchase of shares of consolidated subsidiaries: -173 Expenses related to the business transfer: -200
Cash flows from financing activities	-418	-2,847	Interest-bearing debt: -337 Shareholder returns (dividends): -690
Cash and cash equivalents at end of period	10,298	10,769	

* Short-term borrowings include current portion of long-term debt.

Medium-Term Management Plan 2030 (FY2026-2030)

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Net Sales

¥60bn

CAGR
FY2025-2030
15.1%

EBITDA

¥12bn

CAGR
FY2025-2030
17.4%

ROE

15%

Average ROE
FY2021-2025
15.2%

Maintain a high growth trajectory.

Prioritize EBITDA to enhance cash generation.

Sustain an ROE exceeding 15%.

Illustrative Business Portfolio under the Medium-Term Management Plan 2030

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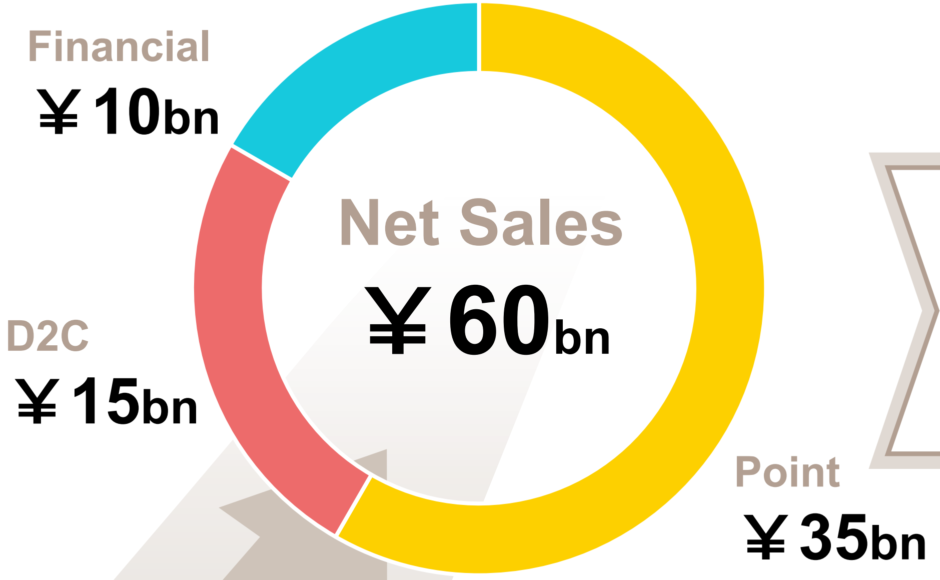
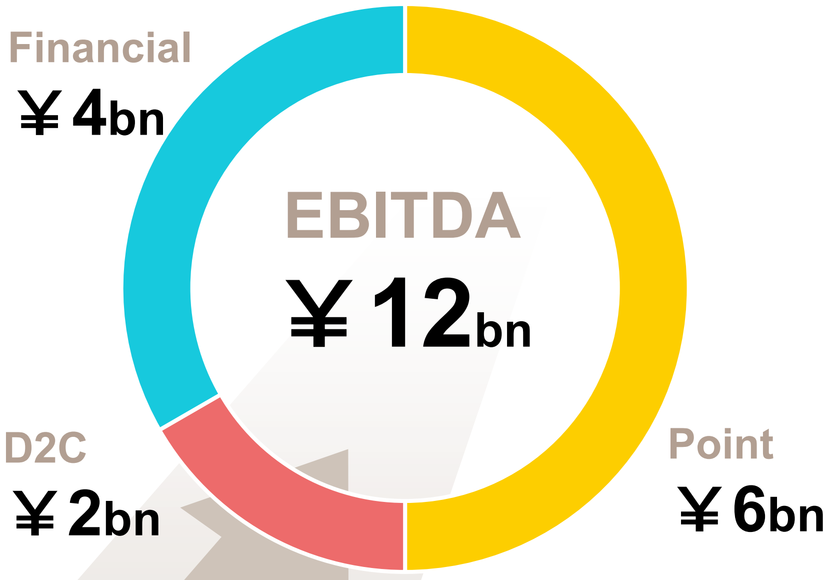
- Net sales are expected to grow through above-market growth in the Point business and revenue expansion in D2C and Financial.
- EBITDA growth will be driven by steady profit expansion in Point and D2C, while Financial is expected to achieve profitability.



FY2030 Target



CAGR 15.1%

¥29.6bn
FY2025

(¥bn)

Point	20.0
D2C	4.8
DX	3.1
Financial	1.6

CAGR 17.4%

¥5.3bn
FY2025

(¥bn)

Point	4.5
D2C	0.1
DX	0.6
Financial	▲1.2
YUMEMI (Extra ordinary gain)	2.7
Corporate/Others	▲1.3

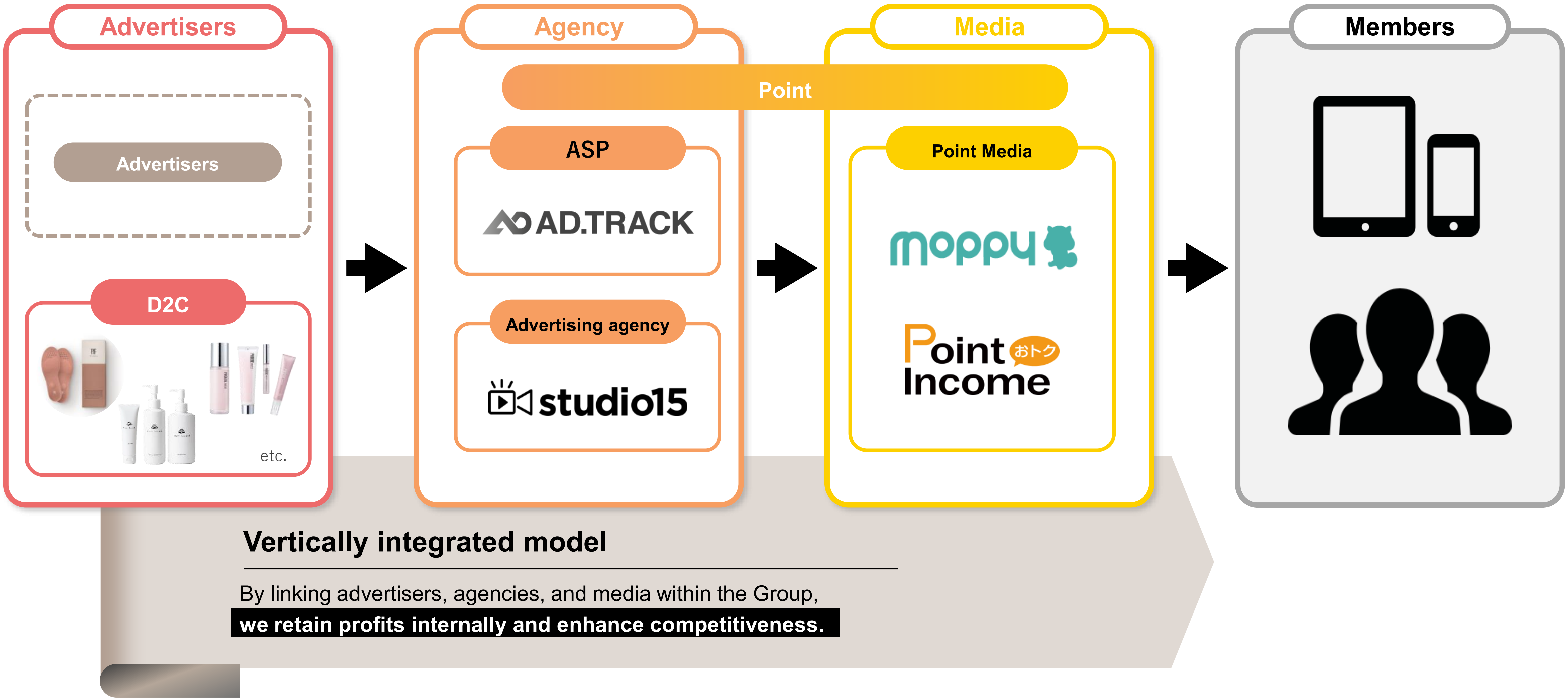
02. Results by Segment

Mobile Service Business

Financial Service Business

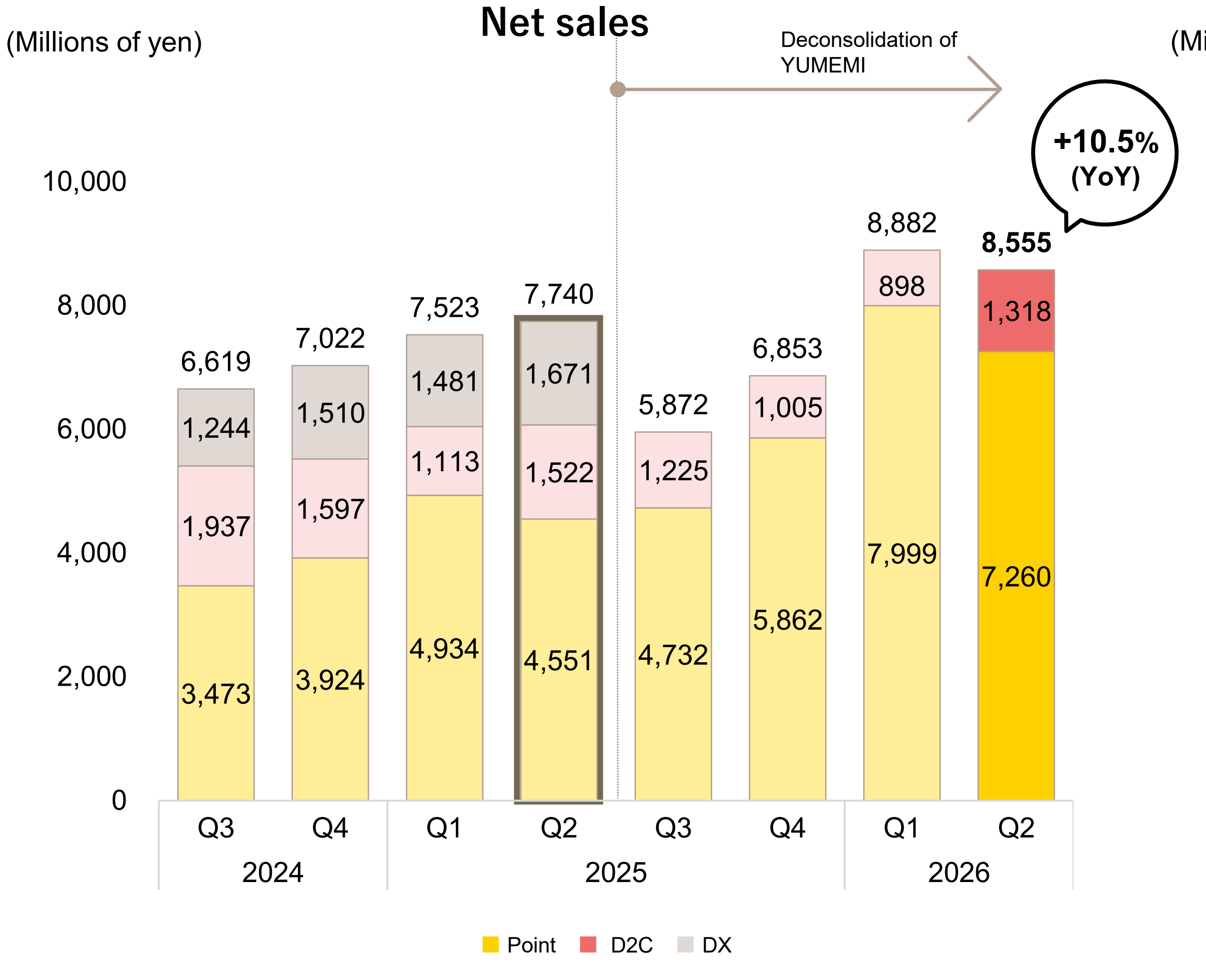
Business Structure of the Mobile Service Segment

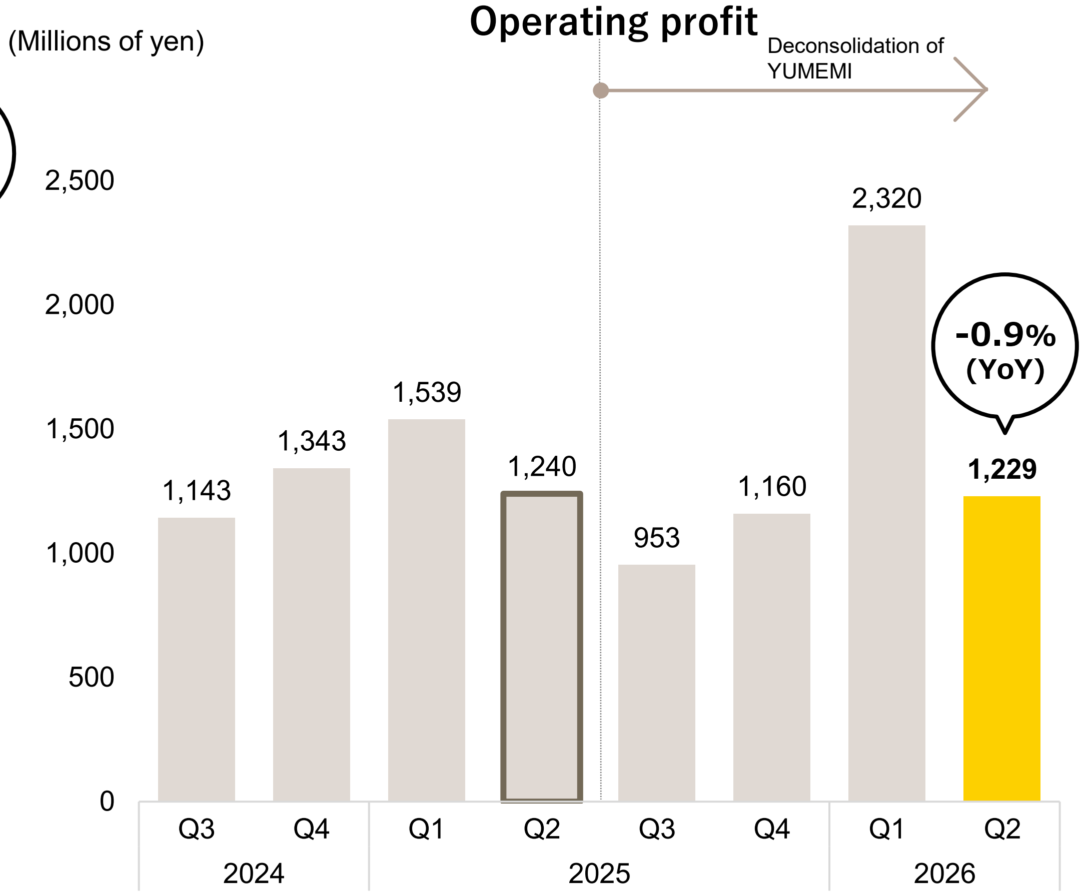
- **Building a vertically integrated model that seamlessly connects Media, D2C, and Agency (Advertising) capabilities within the Group, leveraging highly competitive media assets.**



Mobile Service Business Performance

- Strong performance in the Point business and the contribution from SQUIZ from Q2 drove growth, with net sales excluding DX increasing 41.0% YoY.
- Improved margins lifted operating profit in the Point business to 1.7x the prior-year level, while operating profit excluding DX increased 32.1% YoY.





* Inter-segment transactions within the segment are not shown, as their impact on the graphs is immaterial.
* Point Income's results have been included in "Point" since September 1, 2025.

Mobile Service Business Strategy: Vertically integrated Model

- Strengthen competitive advantage by closely integrating Group businesses and expanding direct transactions with advertisers
- Accelerate growth through new business development and M&A aligned with the vertically integrated model

Vertically integrated model

●Bring D2C advertising operations in-house (performance-based advertising, social media, etc.)

●Enhance product planning based on sales data

- Drive growth of our ASP business by leveraging our strong proprietary media
- Increase direct transactions with advertisers to secure margins and strengthen competitiveness

D2C

Agency

AD.TRACK studio15

Media

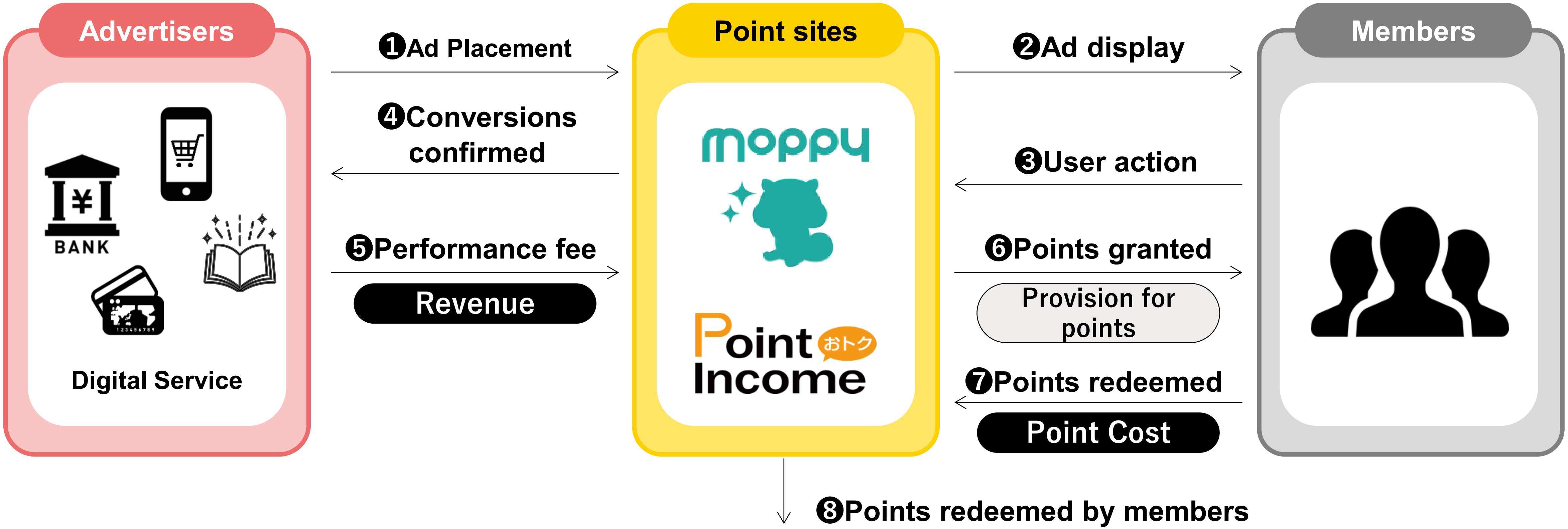
moppy

暮らしをおトクにかえていく Point Income

Improve profitability and strengthen competitive positioning

Point Site Business Model

- Performance-based advertising model under which advertising fees are received from advertisers after conversions are approved.
- A portion of the advertising fees is returned to members as points, while convenient redemption options enhance member satisfaction.



Point redemption options

Supports bank transfers to all banks and approximately 60 redemption options, including electronic money.

Point Performance

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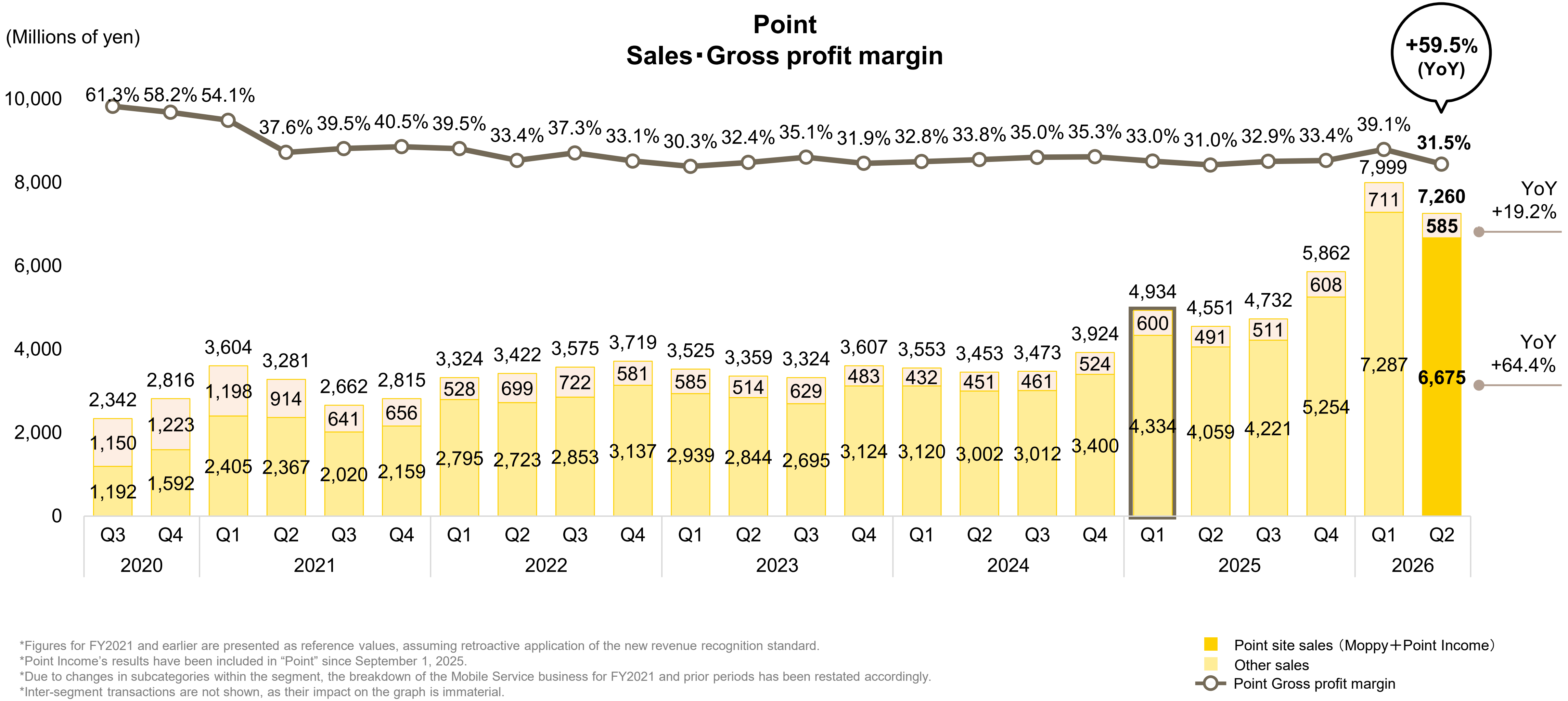
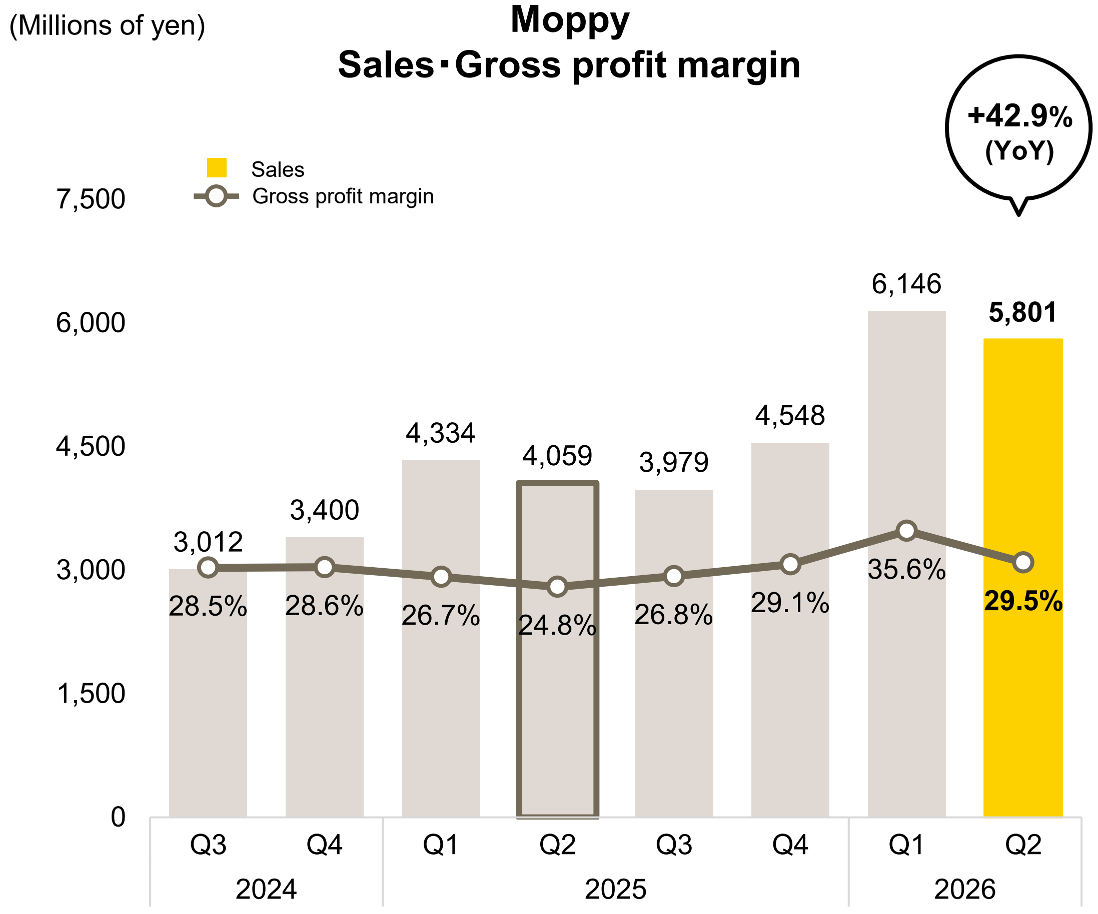
- Sales in the Point Media business increased 1.6x YoY, driven by sustained strong demand for financial-sector advertising and the contribution from Point Income.
- Although the gross profit margin was temporarily weighed down by a timing mismatch in cost recognition following the sharp increase in Q1 sales, gross profit expanded to 1.6x the prior-year level.

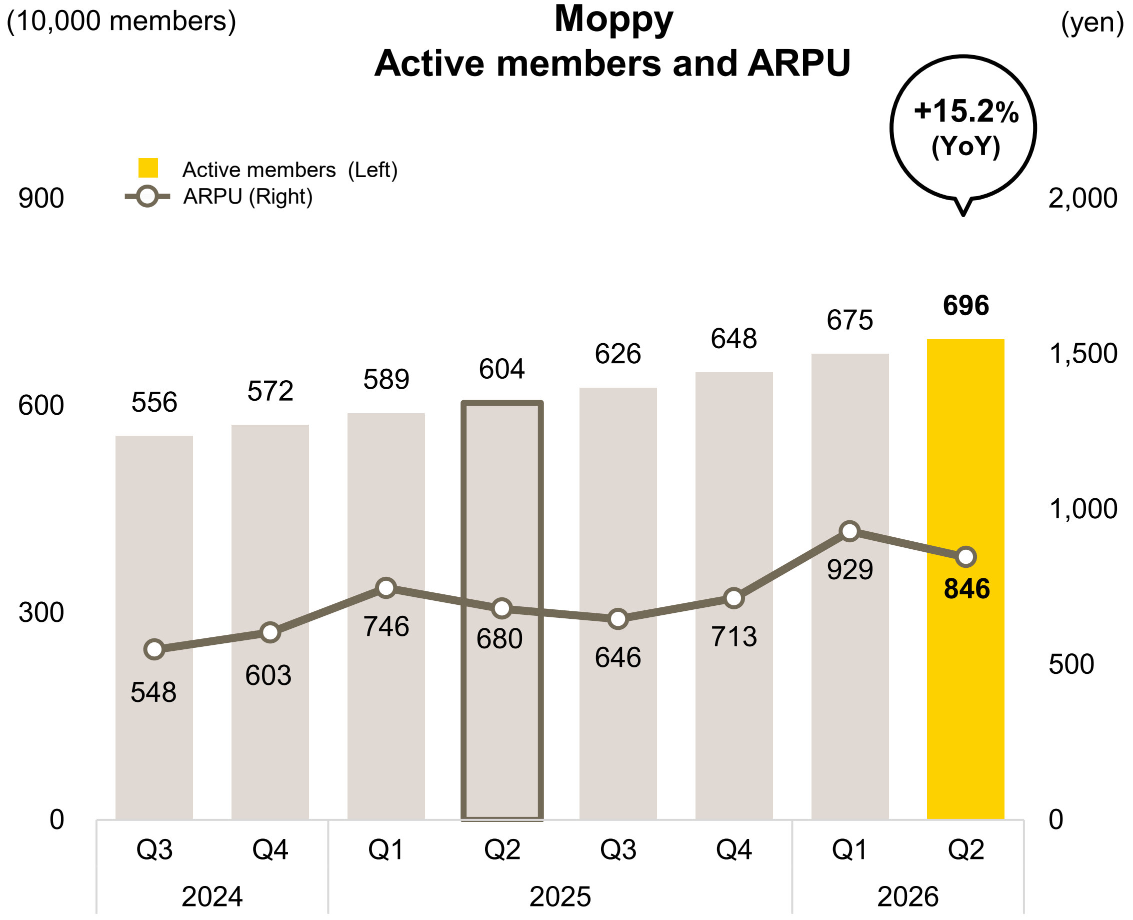


*Figures for FY2021 and earlier are presented as reference values, assuming retroactive application of the new revenue recognition standard.
*Point Income's results have been included in "Point" since September 1, 2025.
*Due to changes in subcategories within the segment, the breakdown of the Mobile Service business for FY2021 and prior periods has been restated accordingly.
*Inter-segment transactions are not shown, as their impact on the graph is immaterial.

Moppy Performance

- Net sales increased 42.9% YoY, driven by higher advertising budgets among financial-sector advertisers and steady growth in active members.
- Gross profit increased to 1.7x the prior-year level, as a higher AD.TRACK ratio and market share gains strengthened bargaining power with advertisers.





* Active members refer to members who are able to receive emails.
* ARPU is calculated by dividing Moppy's annual revenue by the average number of active Moppy members during the period.

Point Site Topics

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- Rising domestic interest rates are intensifying competition for retail customers in financial services, particularly among banks.
- Demand for advertising on point sites is expected to grow over the medium term, as their performance-based model enables advertisers to track customer acquisition efficiency.

Category-Specific Advertising Environment and Related Offers

Market Drivers of Advertising Demand			Related Advertising Offers
2017～ Promotion of Cashless Payments	Cashless payment ratio*1 (FY2025) 58.0%	Long term target*1 80.0%	New credit card issuance offers
2024～ Launch of the New NISA	Number of NISA accounts*2 (As of December 31, 2025) Approx. 28.21 million	Government target (By December 31, 2027) 34.0 million	New securities and FX account opening offers
2024～ End of the Negative Interest Rate Policy	Policy interest rate Previously -0.1%	Policy interest rate As of June 30, 2026 1.0%	New bank account opening offers

*1 Ministry of Economy, Trade and Industry, "Trends in the Cashless Payment Ratio and Its Breakdown (2010–2025)" (March 2026).
*2 Financial Services Agency, "Survey Results on the Use of NISA Accounts" (July 2026).）

Growth in AD.TRACK Transaction Volume

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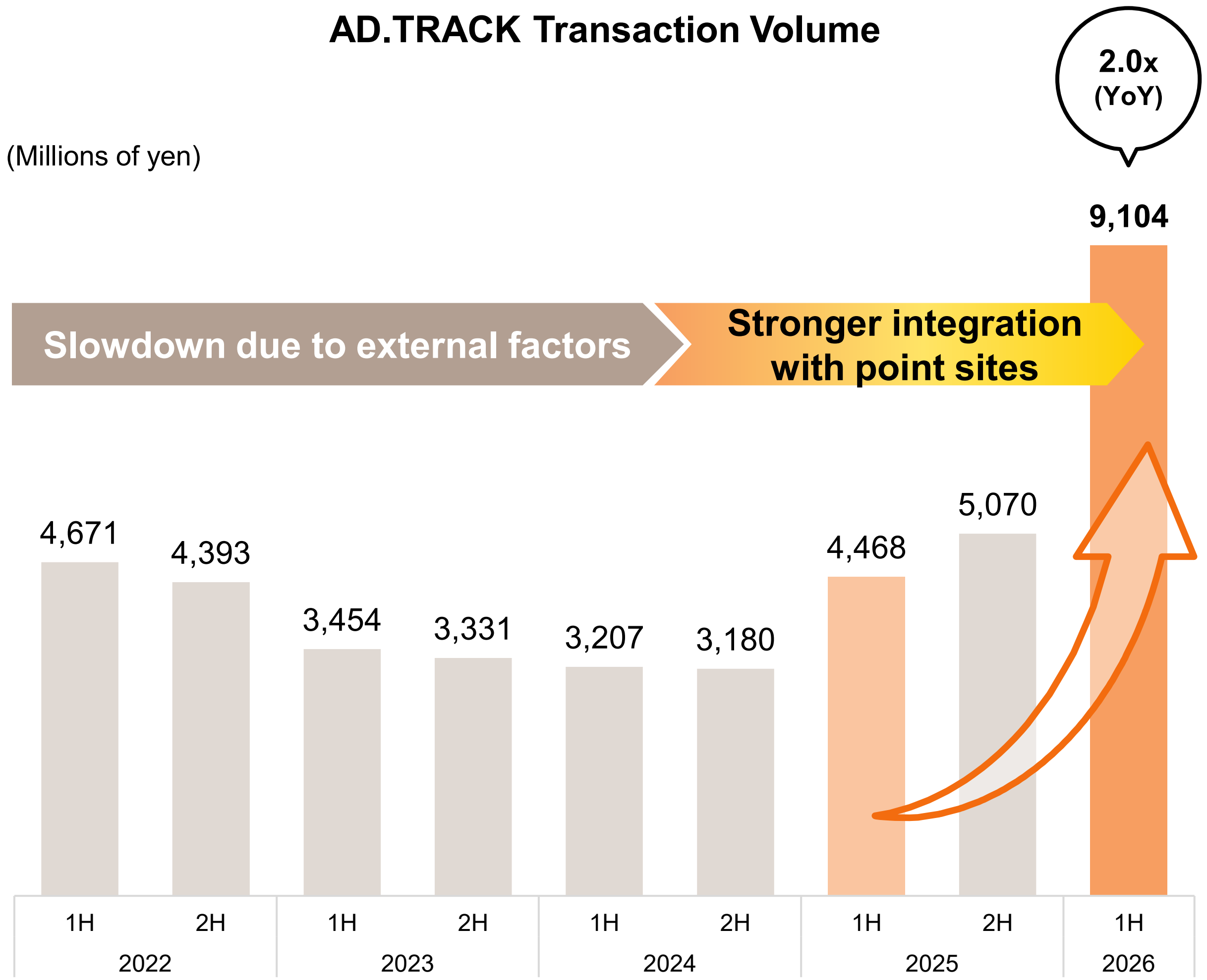
- Stronger integration with Moppy and Point Income drove AD.TRACK transaction volume to a record high in H1 FY2026.
- Further strengthen our competitive advantage through closer integration with our owned media, enhanced sales capabilities, and expanded advertising distribution channels.



AD.TRACK Growth Strategy

Closer Integration with Proprietary Media

Moppy, Point Income and real estate media

Leverage the Group's strong proprietary media to increase transaction volume

Strengthen Sales Capabilities

Expand direct transactions with advertisers

Increase advertising rates and conversions.

Expand Advertising Channels

Offerwall advertising

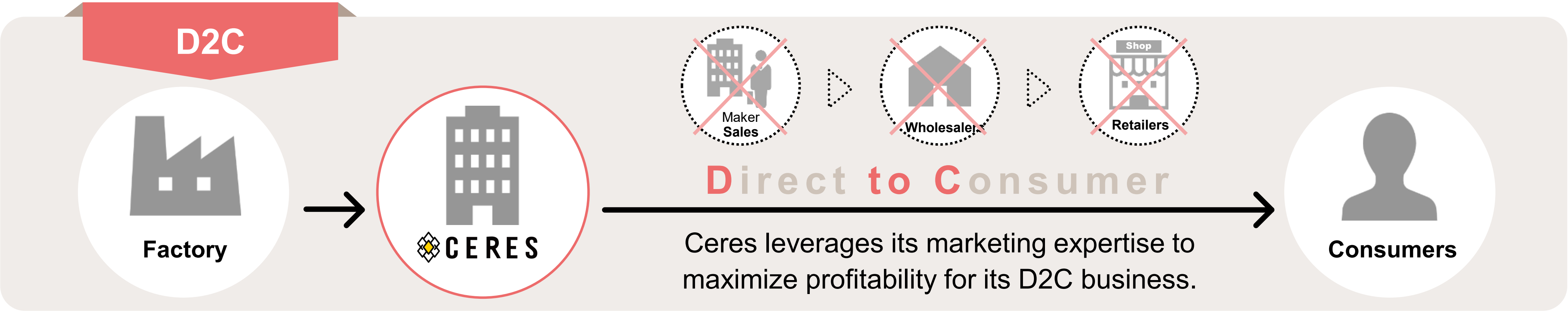
Roll out the Company's proprietary product, AD WALL.

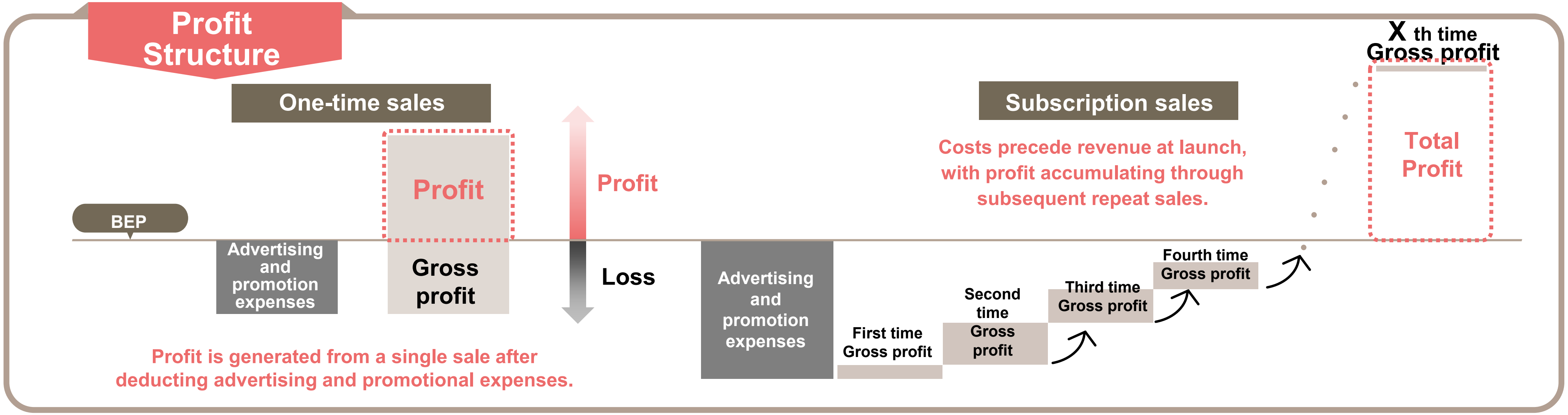
Strengthen influencer marketing

Collaborate with studio15 and CyberBuzz.

D2C Business Model

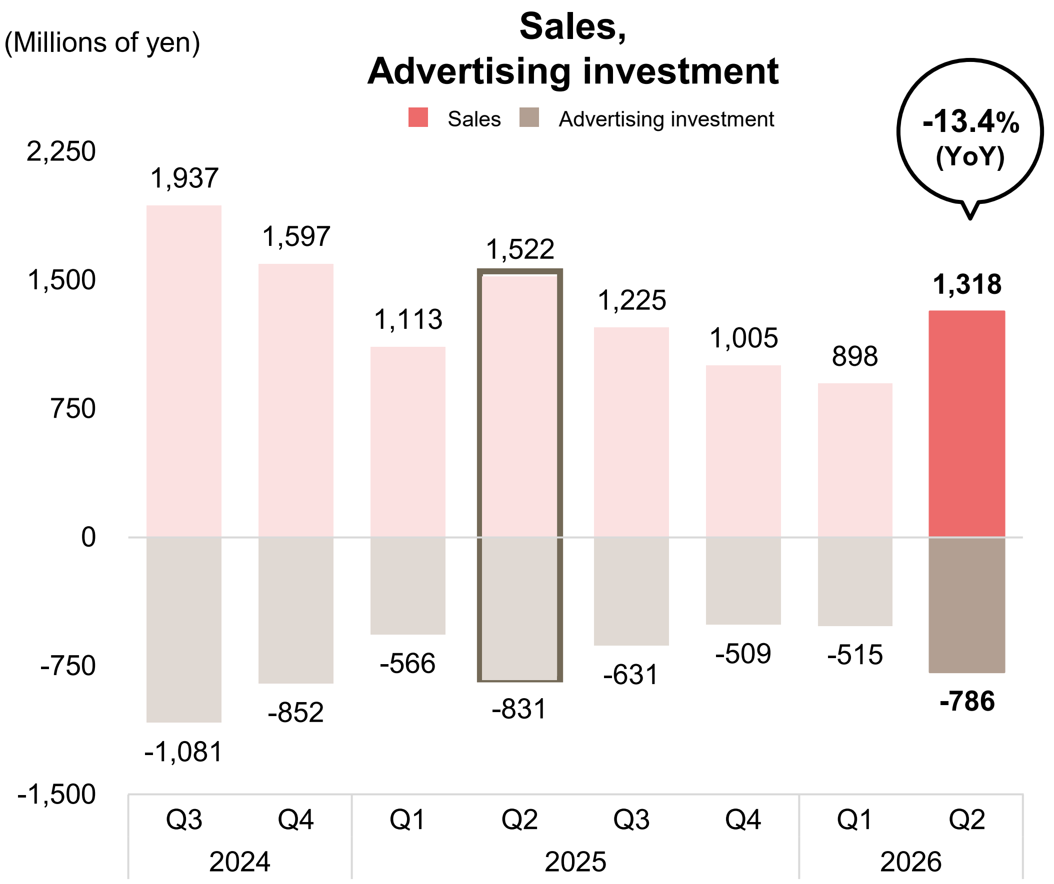
- D2C is a model in which consumer insights are directly reflected in product development, and products are delivered directly to customers.
- In one-time sales, profit is generated from a single transaction. In subscription-based sales, costs are incurred upfront, with profitability building over time through repeat purchases.

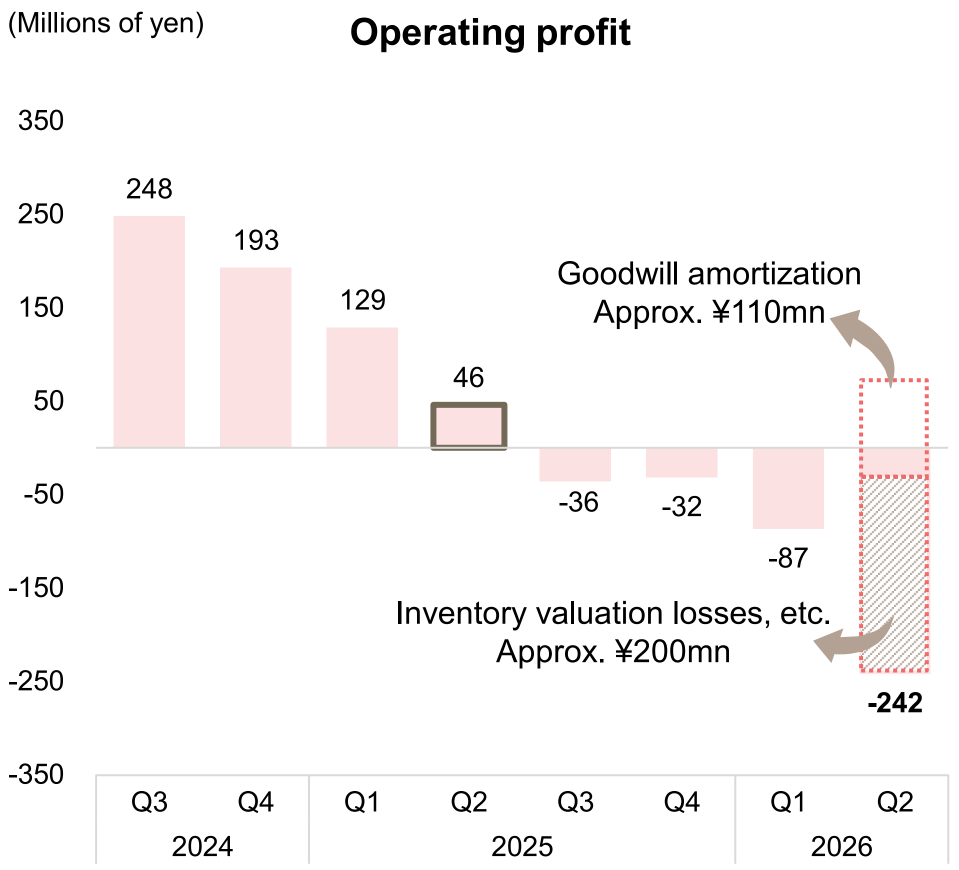




D2C Performance

- Sales of core product Pitsole remained weak amid delays in product development. The business also recorded approx. ¥200 mn in inventory valuation losses and other charges, as well as approx. ¥110 mn in goodwill amortization.
- SQUIZ, an online medical consultation service, was consolidated from Q2, with strong subscription sales of AGA products and low-dose hormonal pills.





D2C Business Strategy

- Expand the SKU portfolio through product development and M&A, while building competitive products into strong brands to drive medium- to long-term growth.
- Reach new customers by extending sales channels beyond our core e-commerce sites and online marketplaces to include retail and other channels.

Brand Expansion and Marketing Strategy

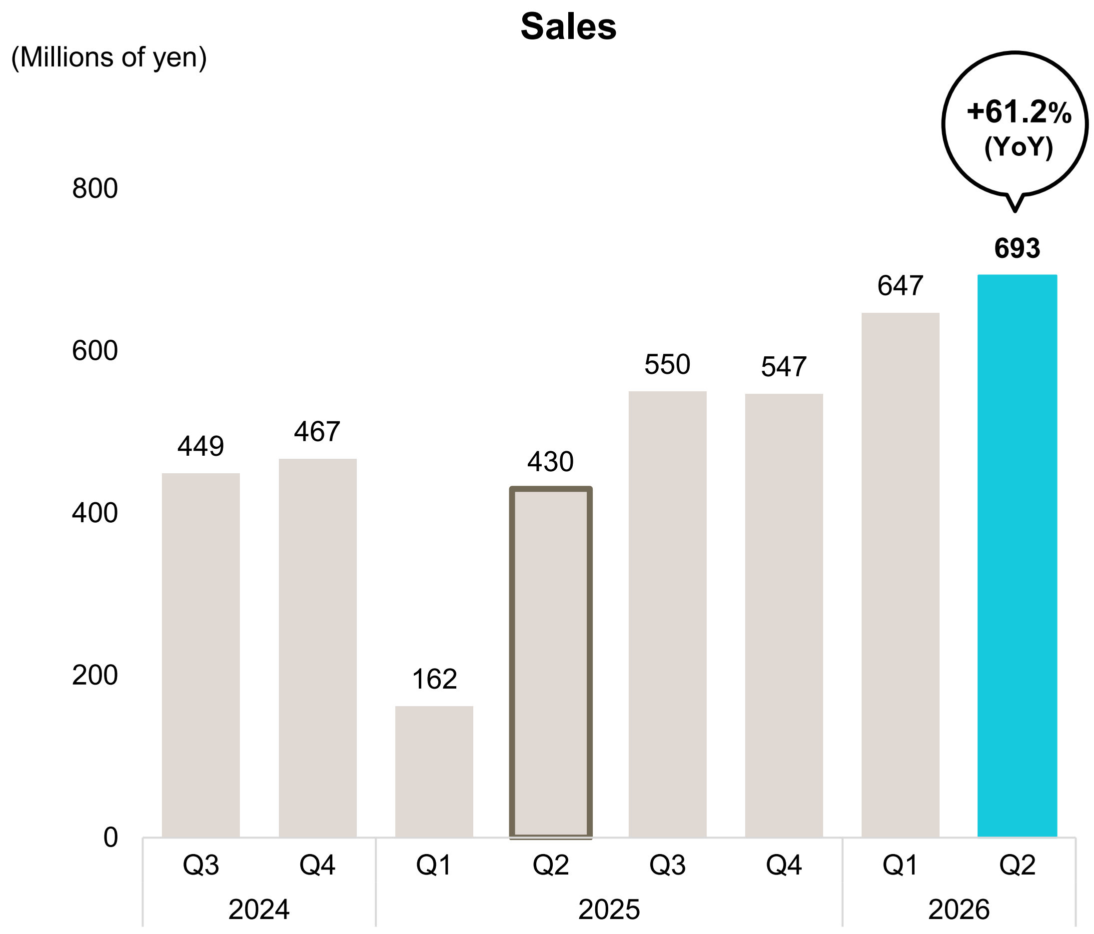
02. Results by Segment

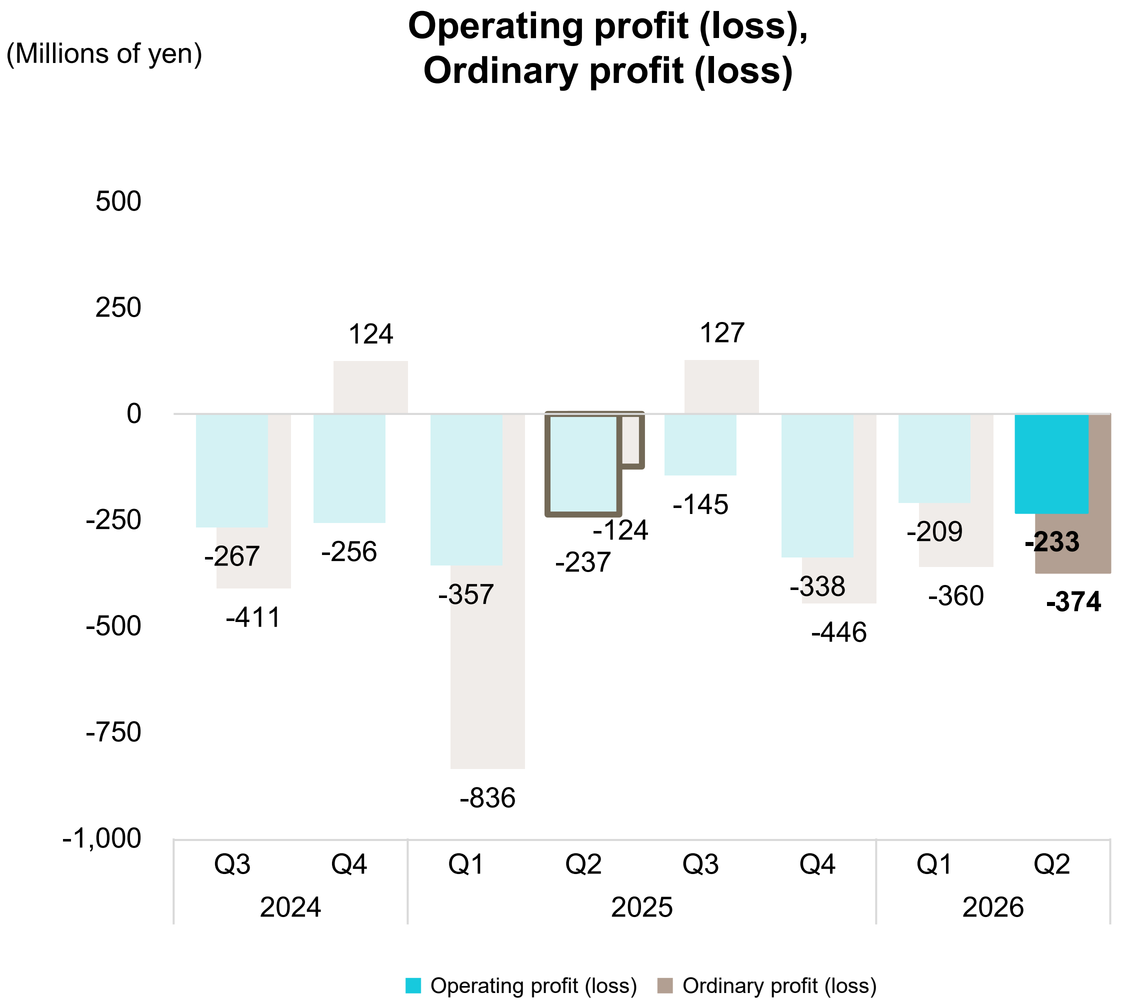
Mobile Service Business

Financial Service Business

Financial Service Performance

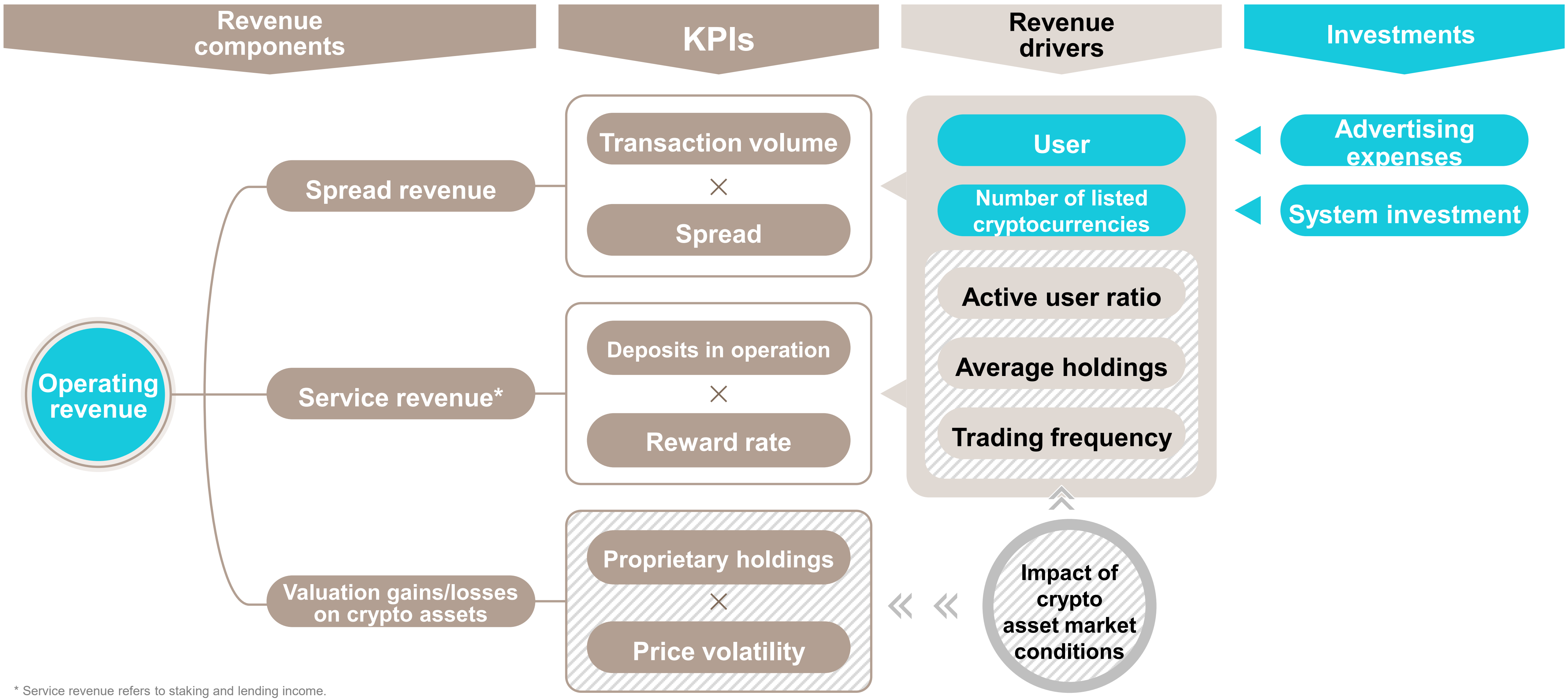
- **Amid continued weakness in the crypto asset market, Mercury recorded an operating loss of ¥260 mn, while a ¥170 mn share of loss from bitbank was recognized under the equity method.**
- **labol's sales nearly doubled YoY as its user base continued to grow. The company is stepping up upfront investment to further expand its customer base.**





Revenue Structure for Crypto Asset Exchange

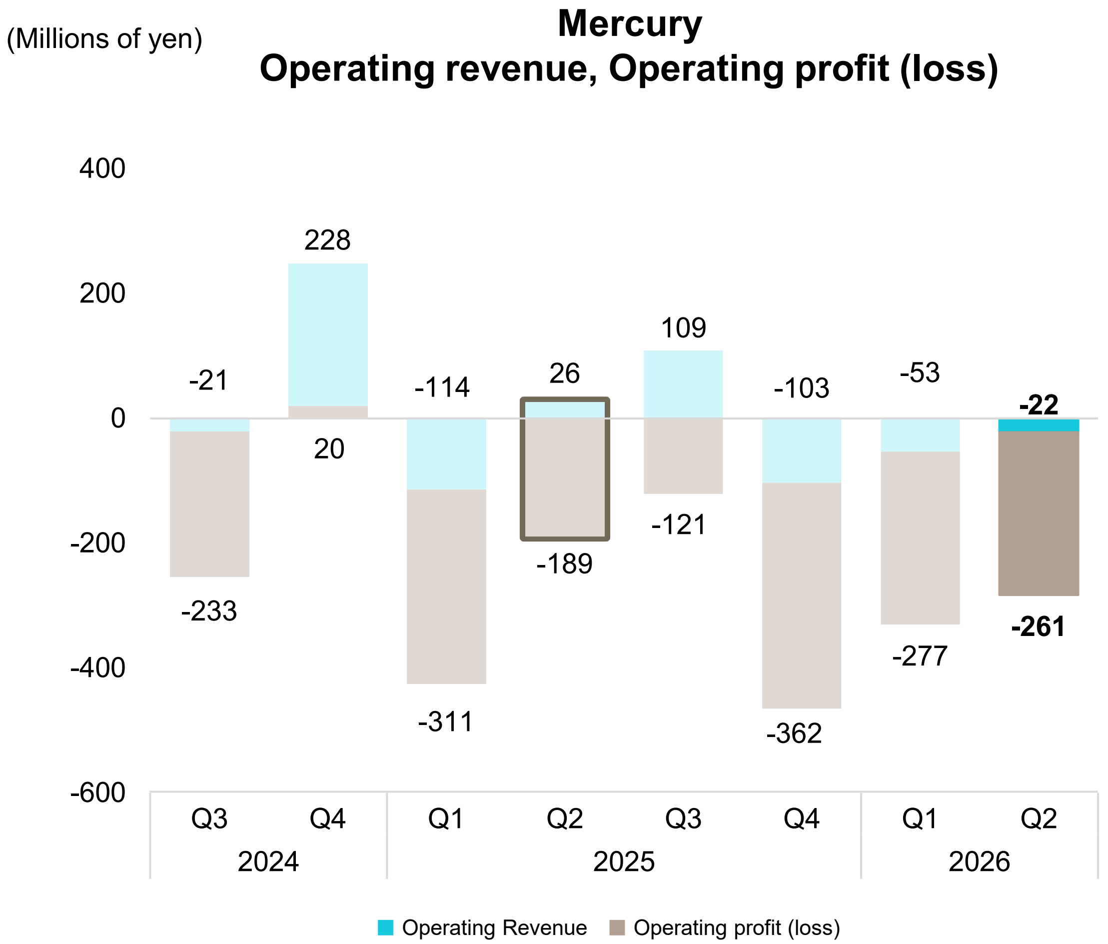
- Operating revenue comprises spread income, asset management service revenue, and valuation gains and losses on crypto assets.
- Continue proactive investment to grow the user base and expand the range of crypto assets handled—key drivers of revenue growth.

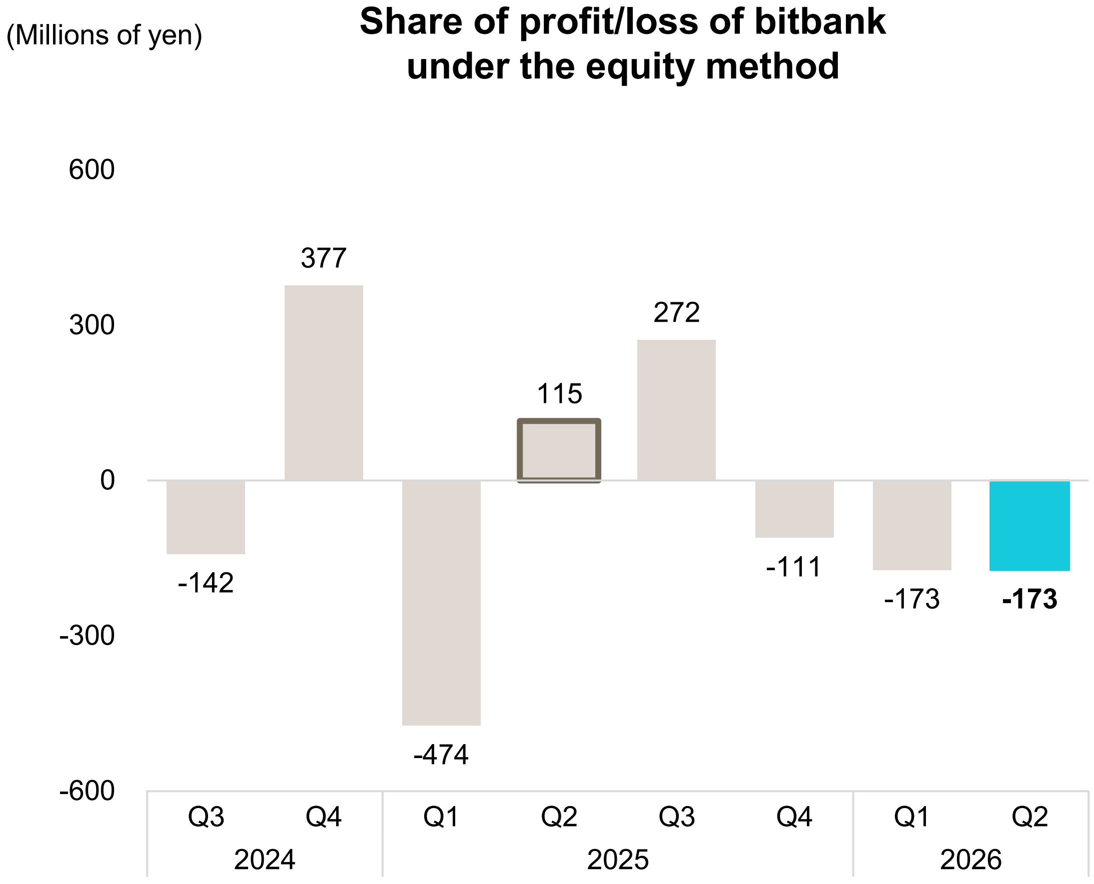


* Service revenue refers to staking and lending income.

Mercury and bitbank Performance

- Mercury added two additional crypto assets to its staking service and is seeking registration as an Electronic Payment Instruments Service Provider.
- bitbabk's earnings reflected through Q3; sale of our shares in bitbank to optimize the Group's consolidated risk profile





Mercury Business Strategy

CERES

- Aim to build a comprehensive crypto asset management platform by diversifying asset management services.
- Seek to become the industry's second registered Electronic Payment Instruments Service Provider, in anticipation of wider stablecoin adoption in Japan.

Crypto asset exchange

Total **24** Cryptocurrencies

Dollar-Cost Averaging

- Reduce the risk of purchasing at an unfavorable price by spreading purchases over time.

Stable Coin (in preparation)

- Aim to obtain registration as an Electronic Payment Instruments Service Provider.

Enhance convenience as a comprehensive crypto asset investment platform

Staking

- **15** cryptocurrencies available for staking
- Maximum APR* **13.5%**

Flexible Compound Interest Service

- Automatically reinvest staking rewards.
- Enable compound returns with no fixed term.

Lending

ZPG	APR (MAX)	0.1%
ZPGAG	APR (MAX)	0.05%
ZPGPT	APR (MAX)	1.0%

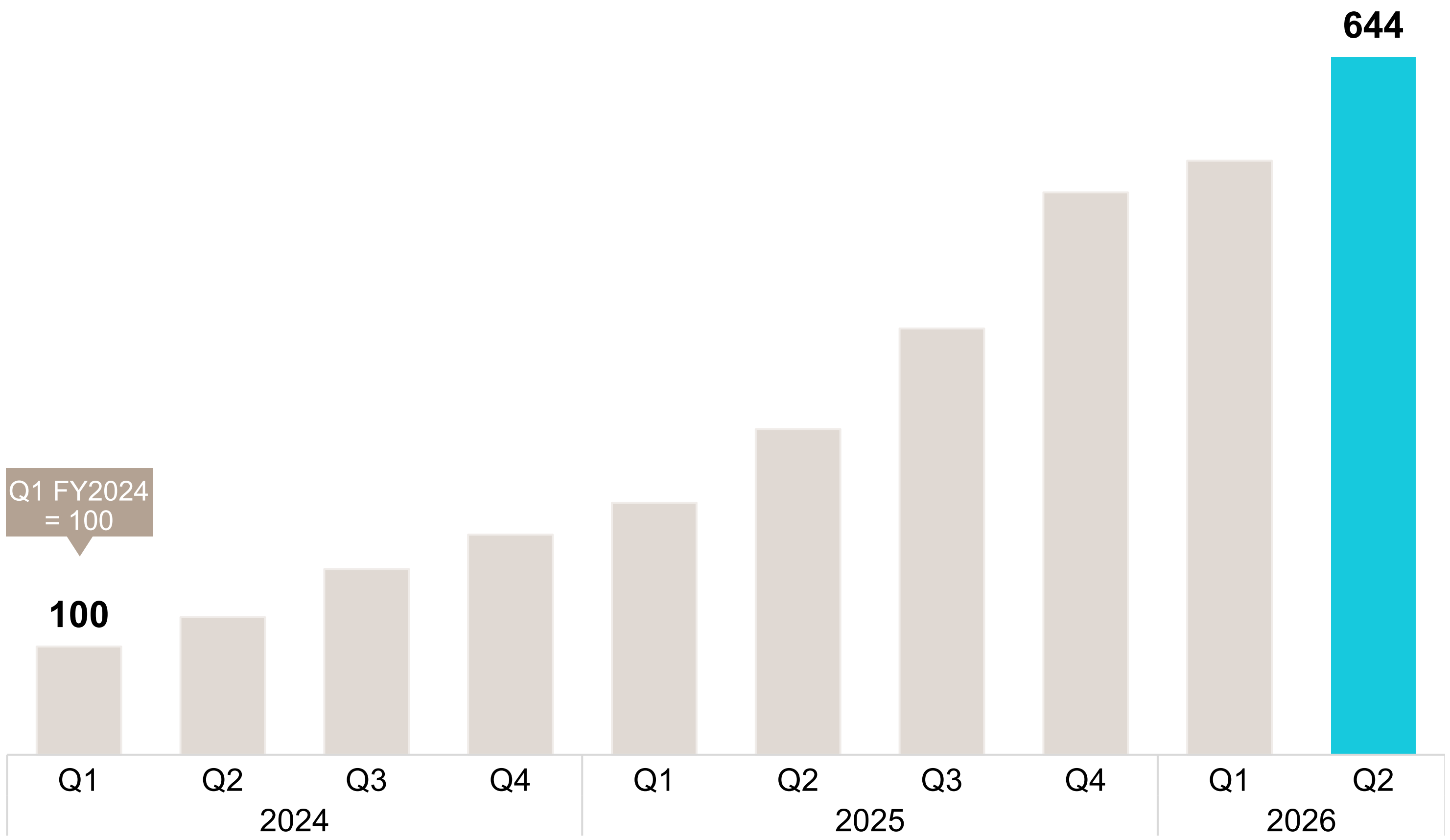
* APR：Annual Percentage Rate

labol Performance Trends and Business Strategy

CERES

- Unique users of the invoice factoring service continued to increase steadily, driving strong GMV growth; marketing efforts will be strengthened to acquire new users.
- Enhance AI-based screening accuracy to improve user satisfaction while maintaining a low uncollected receivables ratio.

Indexed labol GMV*



* GMV represents the total value of receivables purchased through factoring and card payment services.

Key Initiatives for Sustainable Growth

GMV Expansion

- Capture growing financing demand from freelancers as working styles become more diverse
- Leverage Group-wide marketing and brand strength to raise awareness and unlock latent demand

Advanced Screening and Fraud Detection Using AI

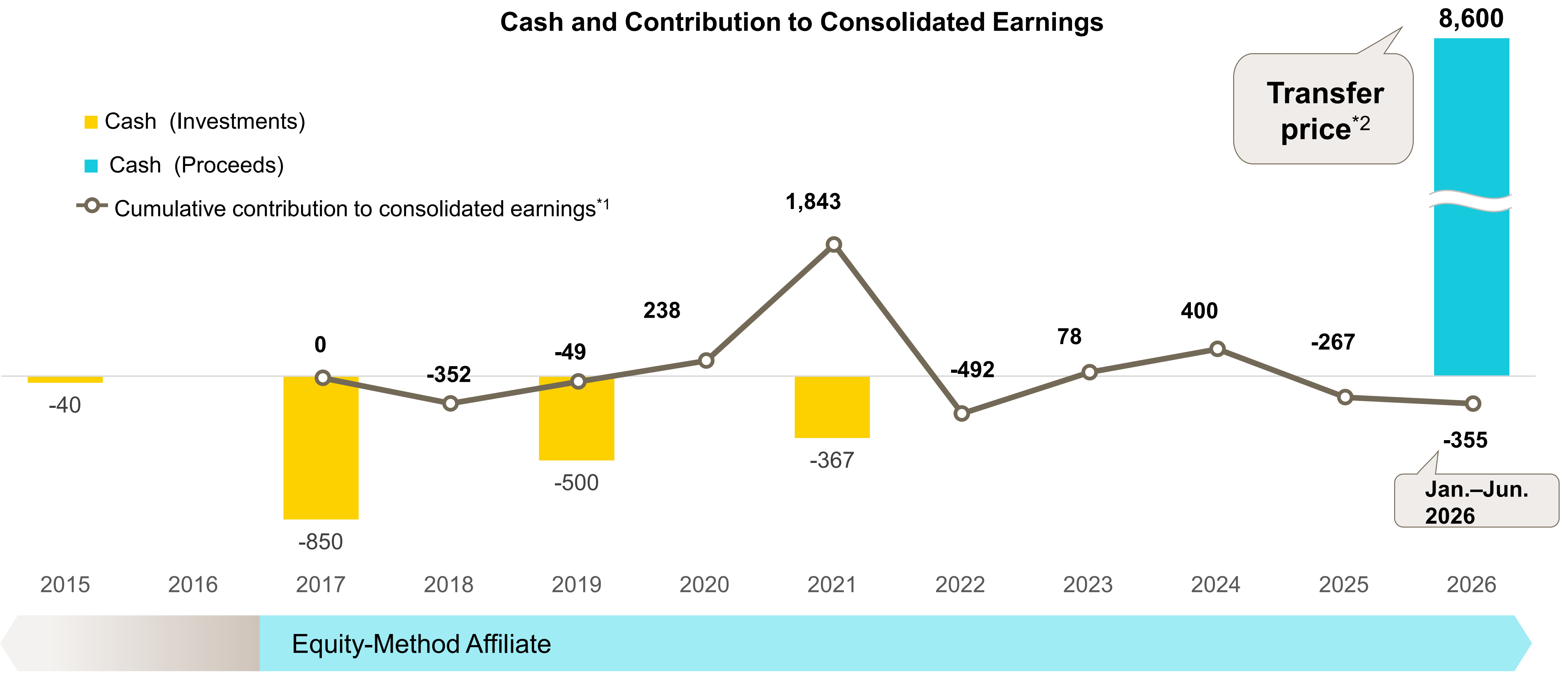
- Develop AI-based fraud detection through joint research with a University of Tokyo laboratory, with deployment planned by year-end

bitbank's Contribution to Consolidated Earnings

- Against cumulative investment of approx. ¥1.8 bn, the stake is scheduled to be sold for approx. ¥8.6 bn in October 2026, generating expected extraordinary income of approx. ¥6.8 bn on a non-consolidated basis.
- Cumulative profit contribution from 2017 through May 2026 totaled approx. ¥1.3 bn. The sale is expected to generate extraordinary income of approx. ¥5.5 bn on a consolidated basis.

(Millions of yen)

Cash and Contribution to Consolidated Earnings



*1 Represents the pre-tax impact, including share of profit or loss of entities accounted for using the equity method, goodwill amortization, and gains on changes in equity, among others.
*2 The transfer price will be finalized upon completion of the sale, which is scheduled for October 2026.。

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APPENDIX

Mission, Vision, and Values

- As we mark our 20th anniversary, we have redefined our Mission, Vision, and Values as the foundation for our next stage of growth.
- In an era of rapid change, we will continue to evolve and pursue new opportunities to achieve sustainable growth and long-term value creation.

Mission — Nurturing potential, enriching the future

Vision — Enriching the world through internet marketing

Values — Essence, Challenge, Circulation, Immersion, Emotion

Profile

Company Name	CERES INC.
Established	January 28, 2005
Location	Shibuya Sakura Stage Shibuya Tower, 21st Floor 1-1 Sakuragaokacho, Shibuya-ku, Tokyo
Fiscal Year	December 31
Capital	¥ 2,212 million (As of June 30, 2026)
Representative	Satoshi Takagi, President and Representative Director
Employees (Consolidated)	391 (As of June 30, 2026; excluding temporary staff)
Businesses	Mobile Service Business Financial Service Business
Consolidated Subsidiaries*	Mercury Inc., Diana Inc., Bacchus Inc., studio15 Co.Ltd., Salus,inc., Apollo Capital INC., labol inc., DINETTE Inc., Isis Inc., SQUIZ Co., Ltd., etc.
Equity-method affiliate companies	bitbank, Inc., CyberBuzz, Inc.

* All shares of YUMEMI Inc. were transferred on May 30, 2025.

History

- DX
- Financial
- D2C
- Point

2025
- Transferred all shares held by the Company in YUMEMI Inc.
- DINETTE and MENSIS joined the Group, and the Point Income business was acquired
  Made CyberBuzz, Inc. (TSE Growth Market) an equity-method affiliate

2021
- Mercury registered as a Crypto Asset Exchange Service Provider
- Launched CoinTrade
- Made studio15 Co., Ltd. a consolidated subsidiary.

2018
- Made YUMEMI Inc. a consolidated subsidiary.

2017
- Established Mercury Inc. and entered the crypto asset exchange business
- Made bitbank, Inc. an equity-method affiliate

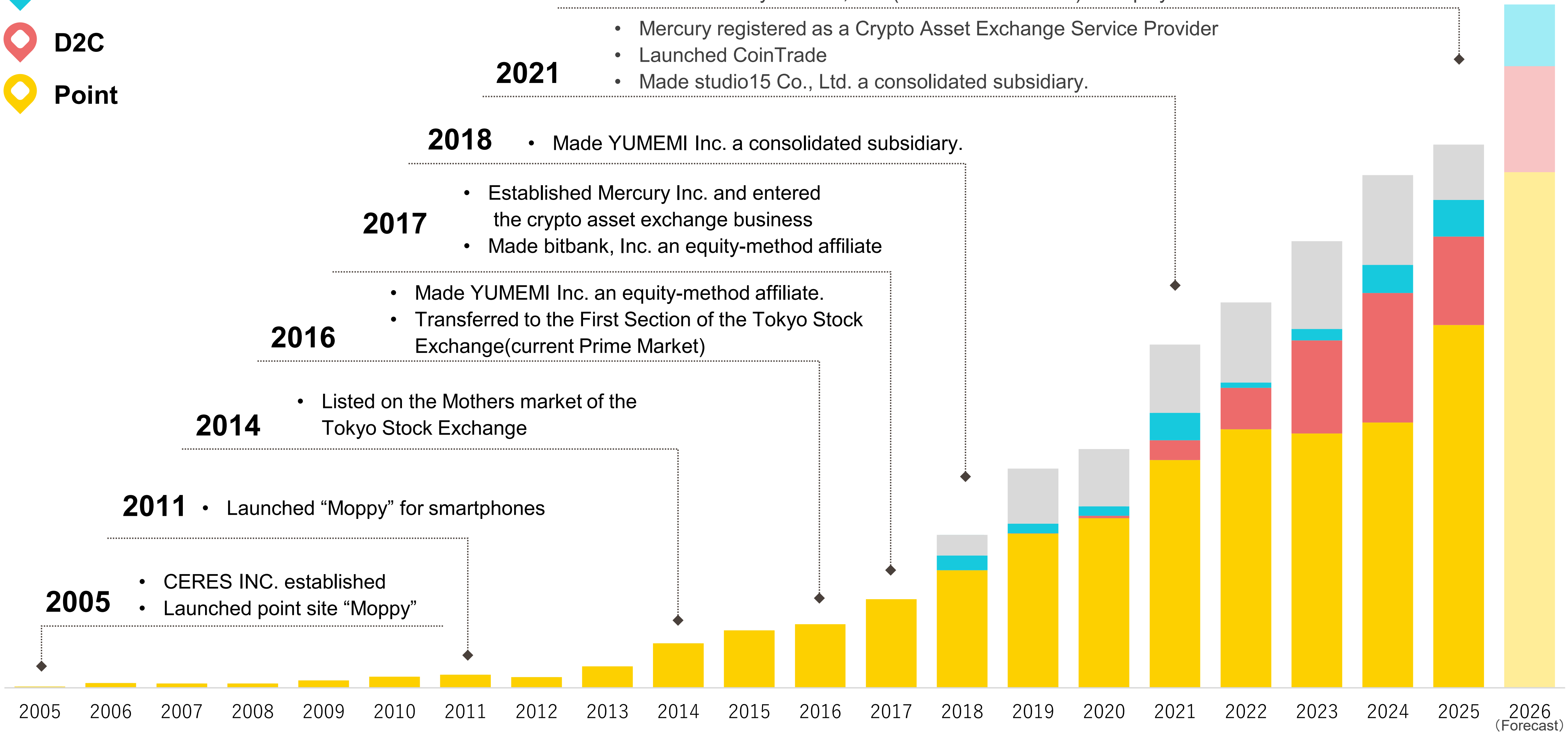
2016
- Made YUMEMI Inc. an equity-method affiliate.
- Transferred to the First Section of the Tokyo Stock Exchange(current Prime Market)

2014
- Listed on the Mothers market of the Tokyo Stock Exchange

2011
- Launched "Moppy" for smartphones

2005
- CERES INC. established
- Launched point site "Moppy"

Sales
37.0bn



* Net sales are stated on the assumption that the new Accounting Standard for Revenue Recognition has been retroactively applied.

Business Overview

CERES

- Ceres builds a sustainable business portfolio by combining businesses with different growth profiles.
- The Company promotes business selection and concentration while strengthening its high-margin, vertically integrated model.

Segment	Operating company	Service
Mobile Service Business		
Point	CERES INC. studio15 Co. Ltd. CyberBuzz, Inc.	moppy, AD.TRACK, mochitie 持ち家計画, 暮らしをおトクにかえていく Point Income, studio15, CyberBuzz
D2C	Bacchus Inc. Salus,inc. DINETTE Inc. Isis Inc. SQUIZ	BACCHUS, SALUS, SQUIZ, DINÉTTE, Stem beauté
Financial Service Business		
Blockchain	Mercury Inc. bitbank, Inc.	CoinTrade, bitbank
Online Factoring	labol inc.	labol
CVC (corporate venture capital)	Apollo Capital INC.	Apollo Capital

Sustainability Targets

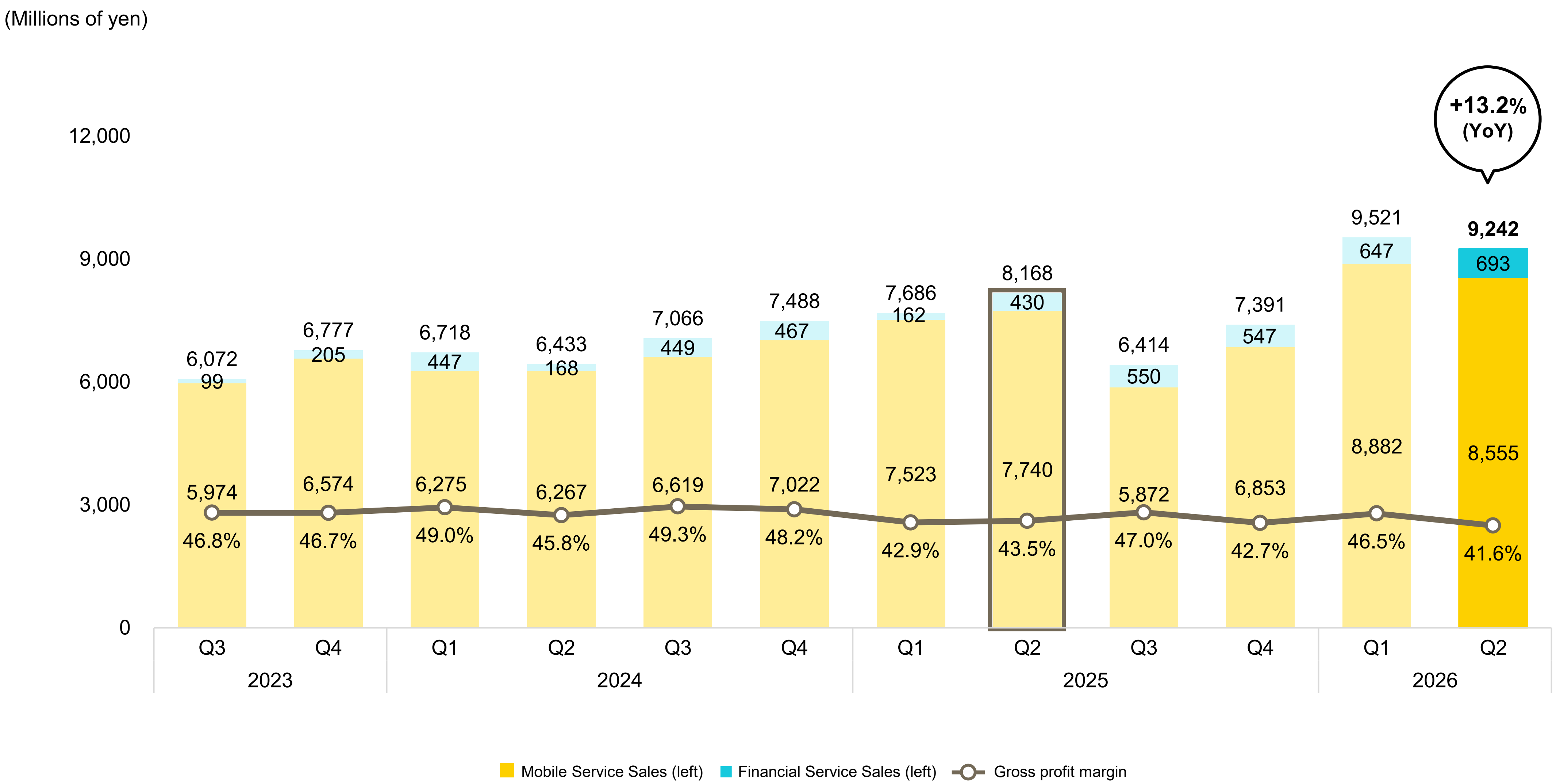
CERES

- Sustainability initiatives are progressing steadily while receiving stronger external recognition.
- Toward 2030, we aim to advance to the next stage by strengthening our internal framework and enhancing disclosure.

Achievements through June 2026		2030 Target
CDP Disclosure 2025 — **Climate Change: B Score** CDP Supplier Engagement Leader 2025 — **Supplier Engagement: A Score** SCIENCE BASED TARGETS — DRIVING AMBITIOUS CORPORATE CLIMATE ACTION	● Received a B score in the CDP Climate Change assessment. Received an A score in the CDP Supplier Engagement Assessment. ● Obtained SBT certification (Science Based Targets).	**CDP Climate Change: A score**
プラチナえるぼし 女性が活躍しています! 女性が活躍しています! 2026年認定 (2025年度基準) くるみん 子育てサポートしています	● Received the highest rating of three stars under the Eruboshi certification program for promoting women's participation and advancement. Obtained Platinum Eruboshi certification in March 2026. ● Obtained Kurumin certification as a company supporting employees with childcare responsibilities.	Certified Platinum Eruboshi Safety and Health Superior Enterprise Mark Platinum Kurumin KENKO Investment for Health
EcoVadis COMMITTED ecovadis Sustainability Rating SEP 2025	Received the Committed Badge in the EcoVadis sustainability assessment, which evaluates companies across four areas: environment, labor and human rights, ethics, and sustainable procurement.	GOLD | Top 5% ecovadis Sustainability Rating DEC 2025 **EcoVadis Gold Medal**

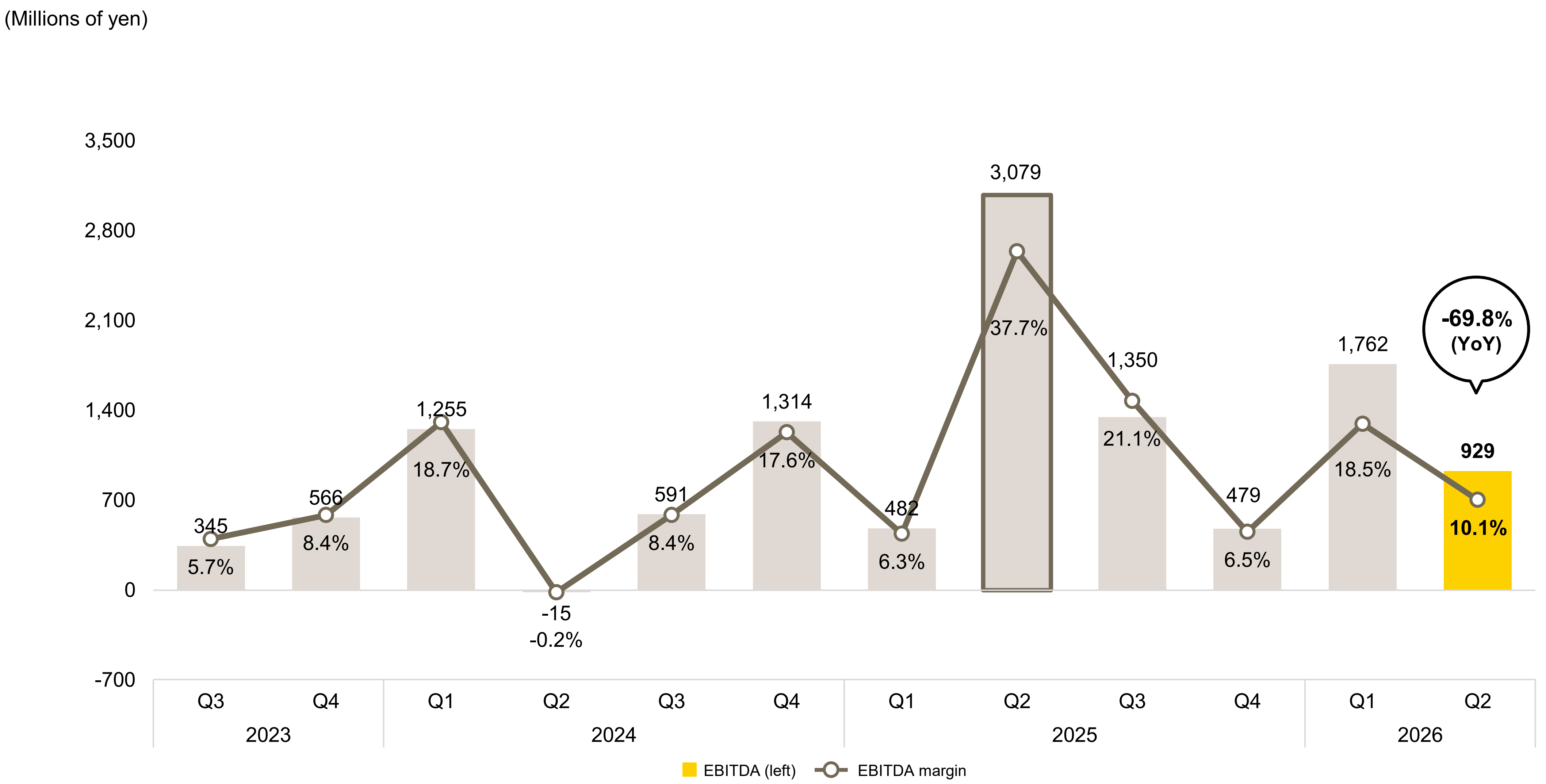
* CDP Assessment: Evaluates companies' environmental strategies and initiatives. https://www.cdp.net/ja
* SBT Certification: Certifies that a company's greenhouse gas emissions reduction targets are aligned with the goals of the Paris Agreement. https://sciencebasedtargets.org/
* EcoVadis: A global sustainability assessment platform that scores companies across four areas: Environment, Labor & Human Rights, Ethics, and Sustainable Procurement. https://recognition.ecovadis.com/hPE9O6heqkSW0Yf6hjlr-w

Quarterly Sales



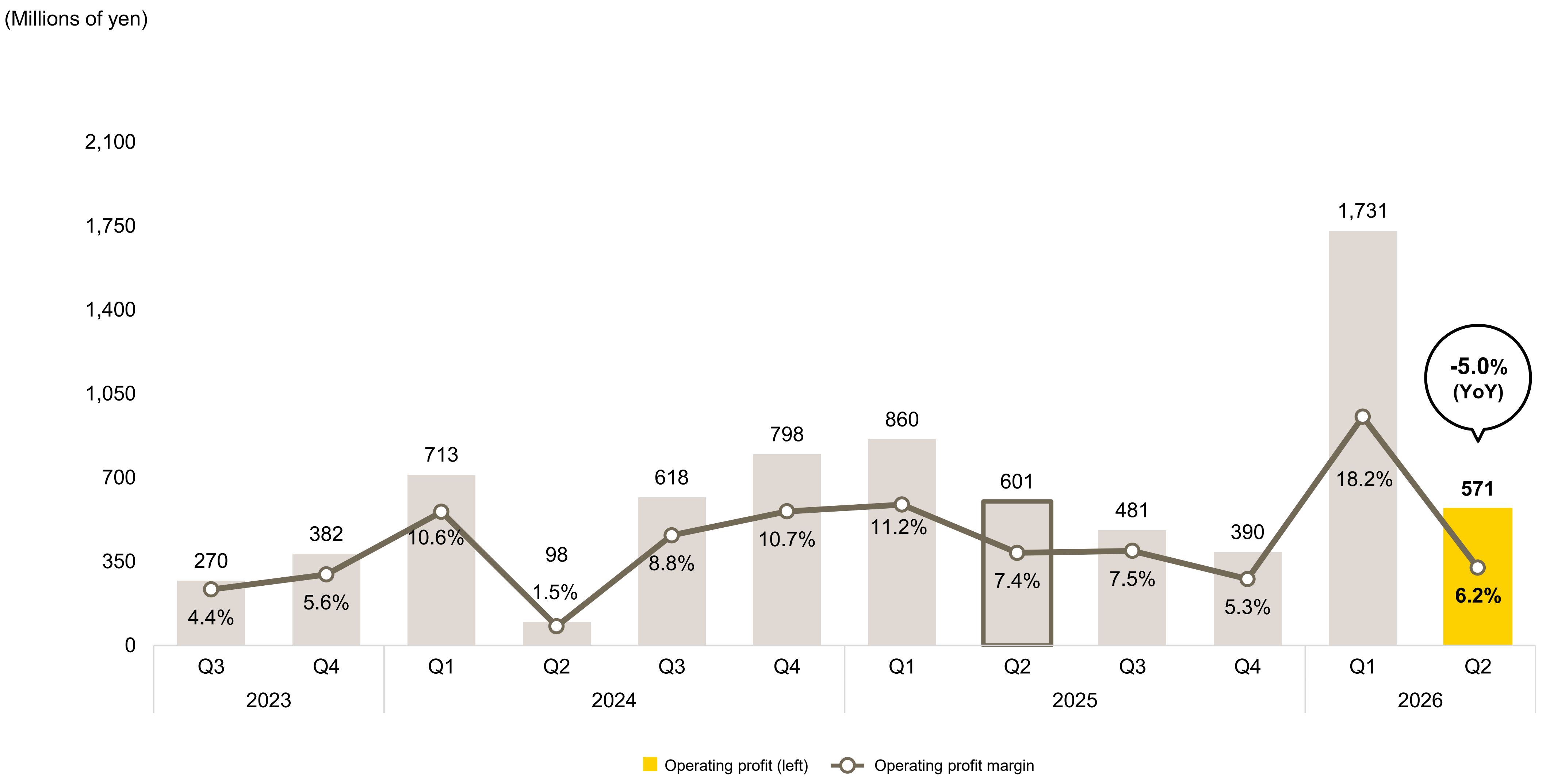
DX (YUMEMI) was excluded from consolidation in Q3 FY2025.

Quarterly EBITDA



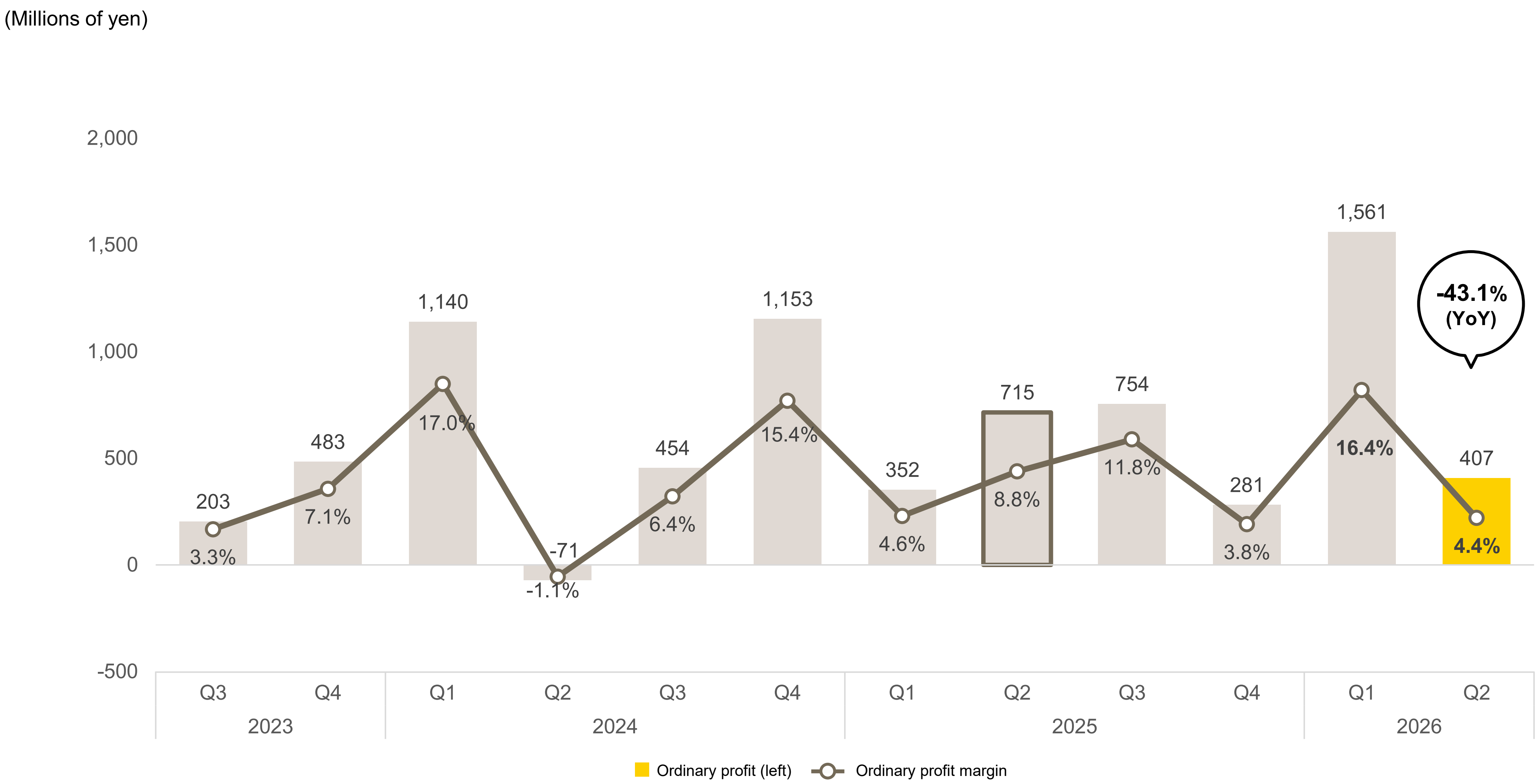
DX (YUMEMI) was excluded from consolidation in Q3 FY2025.

Quarterly Operating Profit



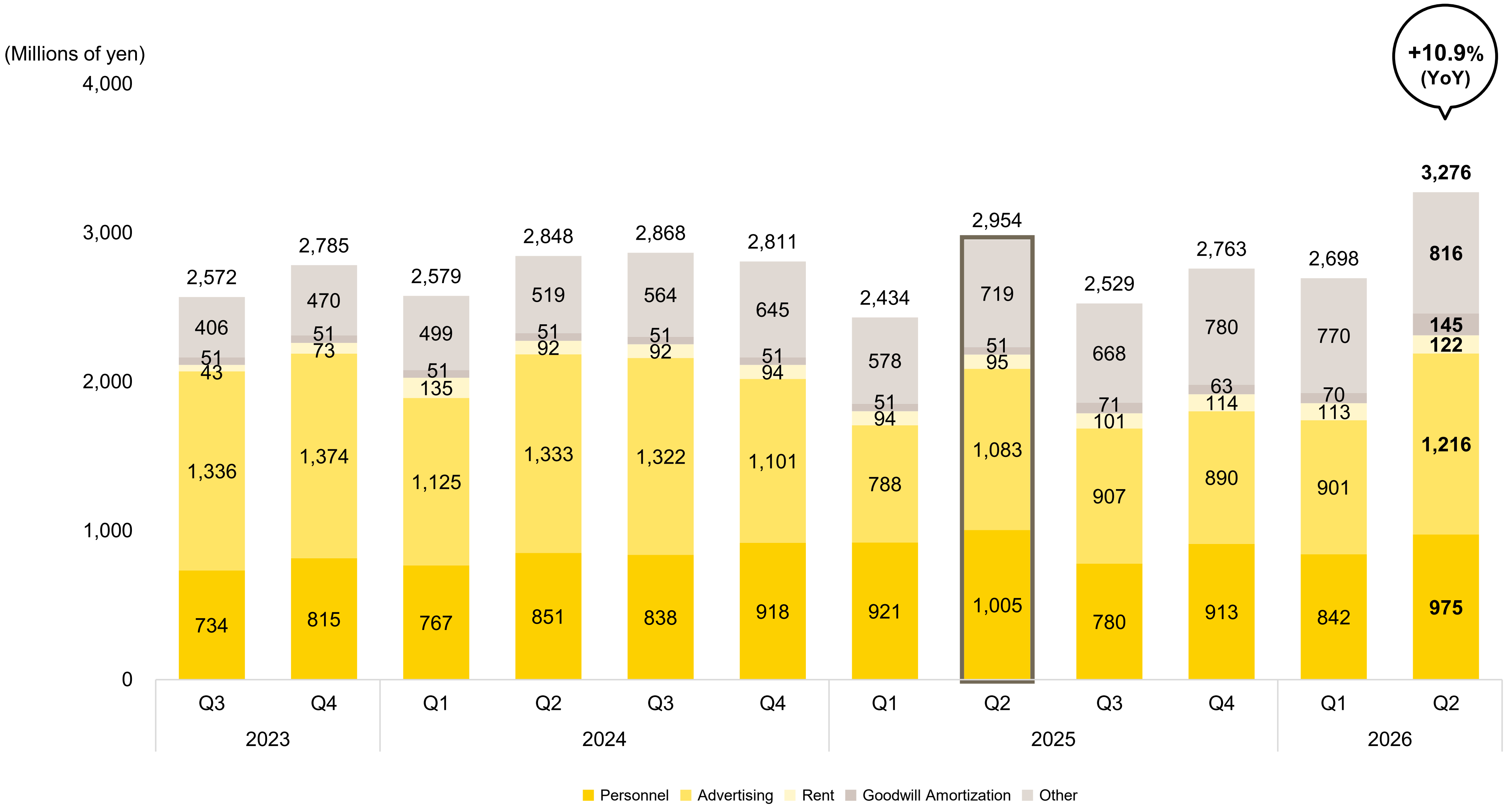
DX (YUMEMI) was excluded from consolidation in Q3 FY2025.

Quarterly Ordinary Profit



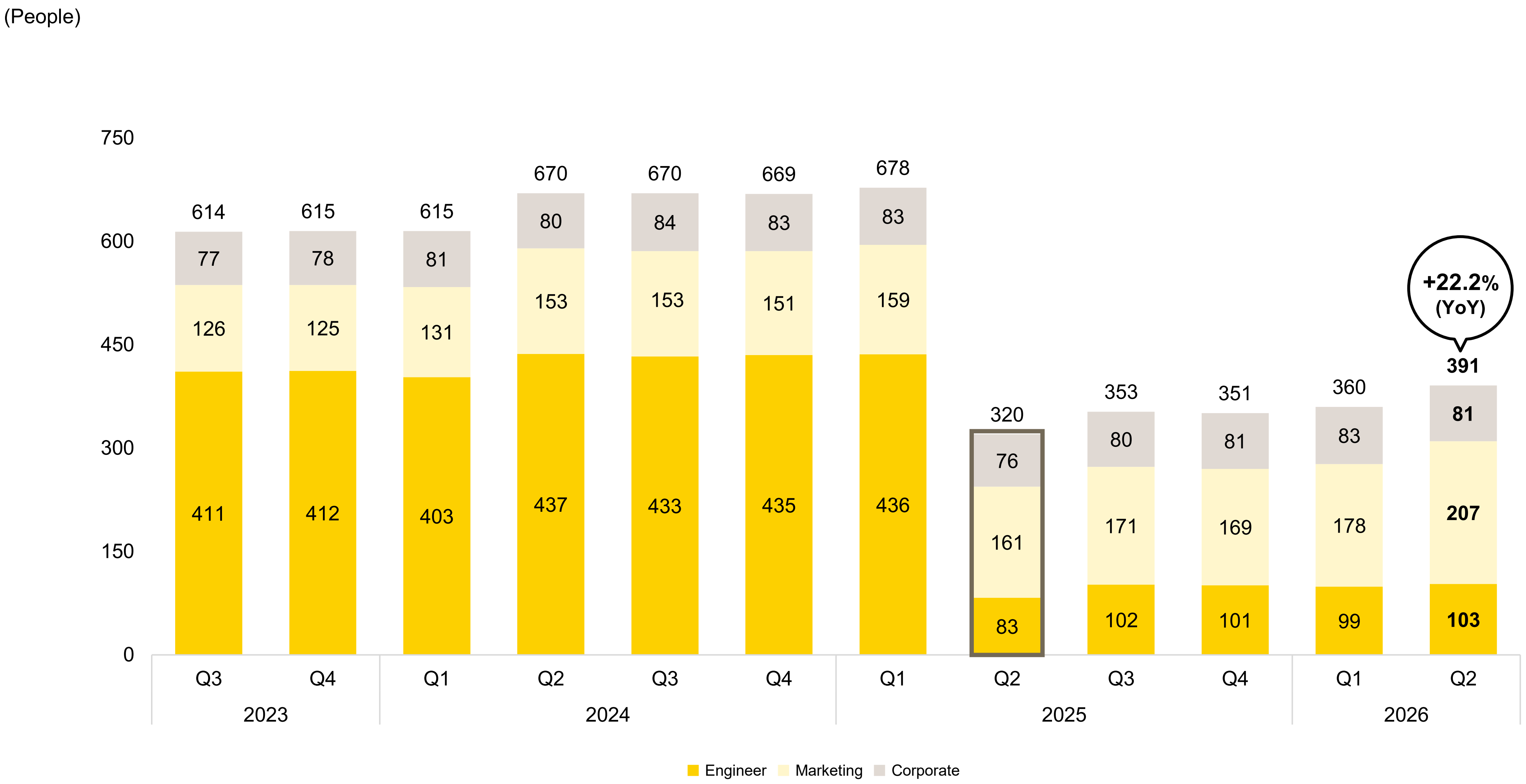
DX (YUMEMI) was excluded from consolidation in Q3 FY2025.

Quarterly SG&A Expenses



DX (YUMEMI) was excluded from consolidation in Q3 FY2025.

Number of Employees



DX (YUMEMI) was excluded from consolidation in Q3 FY2025.

*Contract employees, temporary staff, and part-time workers are not included.

Quarterly Earnings

CERES

Quarterly Sales

(Millions of yen)	FY2024 Q3	FY2024 Q4	FY2025 Q1	FY2025 Q2	FY2025 Q3	FY2025 Q4	FY2026 Q1	FY2026 Q2
Net sales	7,066	7,488	7,686	8,168	6,414	7,391	9,521	**9,242**
Mobile Service Business	6,619	7,022	7,523	7,740	5,872	6,853	8,882	**8,555**
Point	3,473	3,924	4,934	4,551	4,732	5,862	7,999	**7,260**
D2C	1,937	1,597	1,113	1,522	1,225	1,005	898	**1,318**
DX	1,244	1,510	1,481	1,671	-	-	-	**-**
Inter segment transactions	-35	-10	-7	-4	-85	-14	-15	**-23**
Financial Service Business	449	467	162	430	550	547	647	**693**
Inter segment transactions and adjustments	-2	-1	-0	-2	-8	-9	-8	**-6**

Quarterly Operating Profit

(Millions of yen)	FY2024 Q3	FY2024 Q4	FY2025 Q1	FY2025 Q2	FY2025 Q3	FY2025 Q4	FY2026 Q1	FY2026 Q2
Operating profit	618	798	860	601	481	390	1,731	**571**
Mobile Service Business	1,143	1,343	1,539	1,240	953	1,160	2,320	**1,229**
Financial Service Business	-267	-256	-357	-237	-145	-338	-209	**-233**
Adjusted amount	-257	-289	-321	-401	-326	-431	-379	**-424**

CERES

Contact Information

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Telephone number: +81 03-6455-3756

URL: https://ceres-inc.jp/ir/inquiry/

Email: ir-info@ceres-inc.jp

Notes Regarding Forward-Looking Statements

- The earnings forecasts, plans, strategies, and other forward-looking statements contained in this material are based on information currently available to the Company and certain assumptions deemed reasonable. They involve risks and uncertainties. Actual results may differ materially from the information presented due to economic conditions, market trends, regulatory changes, competitive conditions, foreign exchange fluctuations, and other factors.
- Except as required by law, the Company assumes no obligation to update or revise the information contained in this material.
- Investment decisions should be made at investors' own discretion and responsibility after reviewing this material and related information. The Company and information providers assume no responsibility for any losses arising from investments made based on this material.