PRTIMES

Briefing Materials for the Financial Results of Full Fiscal Year 2024

PR TIMES Corporation (TSE Prime | 3922)

April 11, 2025

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Executive Summary	1/47
	 We achieved 18 consecutive years of revenue growth and profitability since our founding, with a record 18th consecutive year of net sales and first record-high operating profit in three fiscal years.
Financial results for FY2024	 Net sales and operating profit increased 17.1% and 7.5% year on year, respectively, reaching record highs. We posted results within the range of our financial forecasts after absorbing unplanned expenses from share-based payments for share acquisition rights, in addition to upfront investments.
	 We recorded an impairment loss on goodwill and investment securities for our subsidiary NAVICUS, resulting in a 3.7% year-on-year decrease in profit.
FY2025 financial	 Looking at the target net sales of ¥9,205 million (up 15.0% year on year) and operating profit of ¥3,149 million (up 67.7% year on year), the outlook of "Operating profit of ¥3.0 billion or more" announced in the financial results for the third quarter of FY2024 has been revised upward.
results forecasts	 Achieving an operating profit of ¥3.5 billion or more would require absorbing further share-based payment expenses for additional share acquisition rights. Currently, however, these forecasts were determined after a careful assessment of the balance between investment and profit.
	 Our policy is to maintain growth of over 10% in the number of PR TIMES press releases, re-launch PR partner services and web clipping in peripheral areas, and achieve growth in net sales per large company customer.
Business policy for FY2025	 Both Jooto and Tayori are set to achieve 1.6x growth in net sales and return to profitability in operating profit.
	 While glucose aims to increase sales to outside the Group, NAVICUS is poised to firmly achieve a return to profitability for the first time in five fiscal years.
Deed to Milesters	 The entire Group will remain resolutely committed to achieving the operating profit goal of ¥3.5 billion set in Milestone 2025. However, FY2025 is a transition period, not our ultimate goal.
Road to Milestone 2025, towards 2030	 To realize our mission "Towards an Age Where Information Inspires Hearts and Minds," we are committed to sustainable growth and revenue expansion by setting even more ambitious goals for FY2030.



Financial Results and Services Trends for Full FY2024 **PRTMES**

Financial Results for the Fourth Quarter of FY2024

Services Trends for the Fourth Quarter of FY2024

Topics & Reference Information

Financial Results Forecasts for FY2025

Road to Milestone 2025, towards 2030

Highlights of Full-Year Financial Results

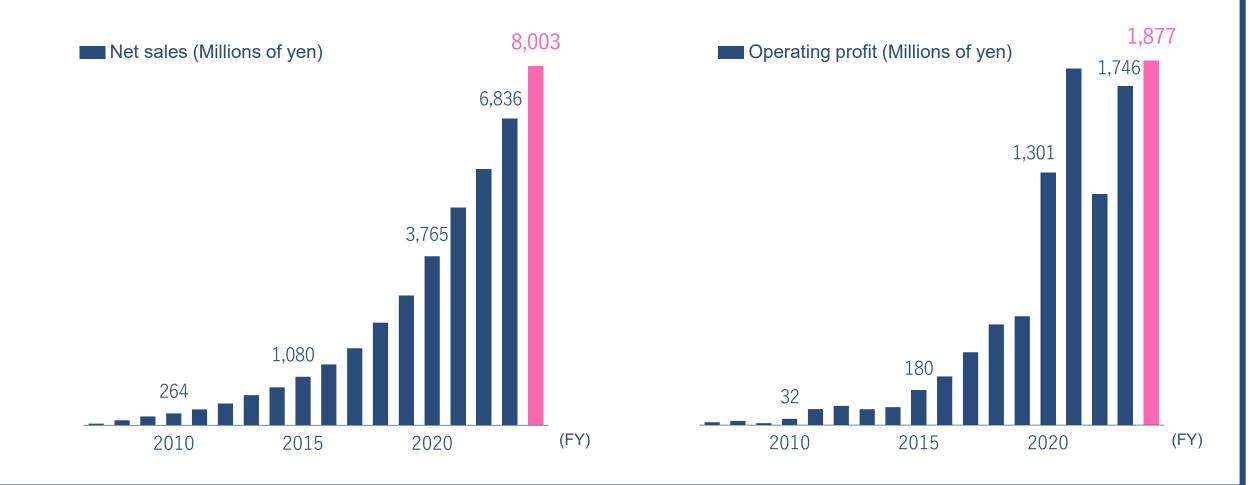
- Net sales and operating profit increased 17.1% and 7.5% year on year, respectively, reaching record highs. We
 posted results within the range of our financial forecasts after absorbing unplanned expenses of ¥72 million
 from share-based payments for share acquisition rights, in addition to upfront investments in advertising
 expenses and R&D.
- We recorded an impairment loss of ¥99 million in goodwill and ¥110 million in investment securities for our subsidiary NAVICUS, resulting in a 3.7% year-on-year decrease in profit.

(Millions of yen)	FY2023 full-year results	FY2024 full-year results	Year on Year (YoY)	FY2024 full-year forecasts	Percentage of full-year forecasts achieved	Range of full- year forecasts
Net sales	6,836	8,003	117.1%	8,189	97.7%	± 5.0%
Gross profit	5,894	6,721	114.0%	_	_	_
[Gross profit ratio]	[86.2%]	[84.0%]	-	-	-	-
SG&A expenses	4,147	4,844	116.8%	-	-	-
Operating profit	1,746	1,877	107.5%	1,900	98.8%	±15.0%
[Operating profit ratio]	[25.5%]	[23.5%]	-	[23.2%]	_	-
EBITDA	1,925	2,174	112.9%	_	_	_
Profit	1,161	1,118	96.3%	1,276	87.7%	± 15.0%

Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

Changes in Full-Year Financial Results

- We achieved 18 consecutive years of revenue growth and profitability since our founding, maintaining a stable growth trajectory.
- Net sales reached a record high for the 18th consecutive year. Operating profit set a new record for the first time in three fiscal years. Moving forward, we will continue to pursue further growth.



Balance Sheet

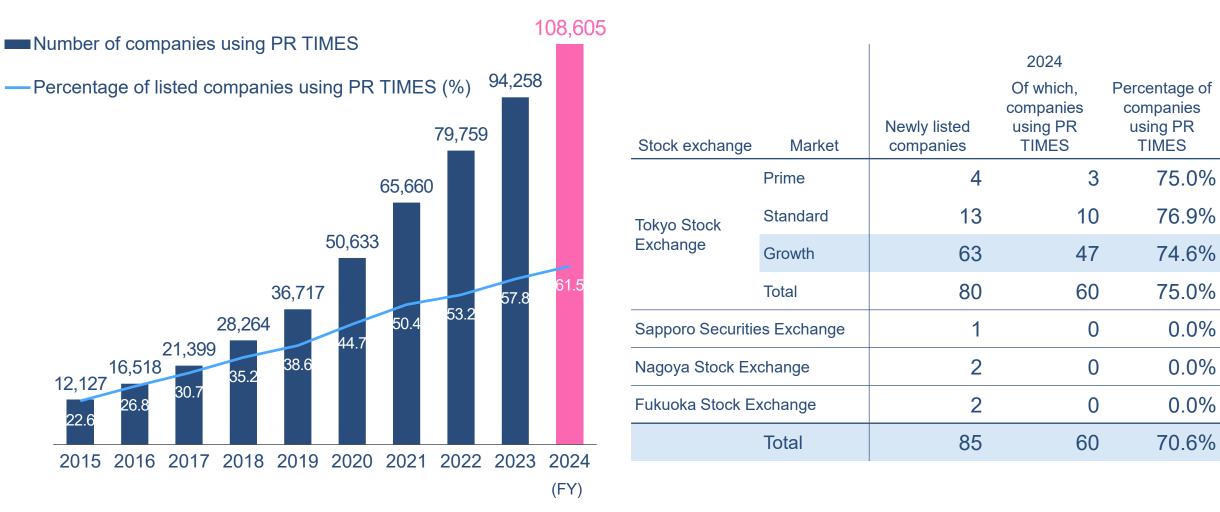
- Cash and deposits steadily accumulated due to an increase in operating cash flow, surpassing ¥5.0 billion.
- We recorded an impairment loss on goodwill and investment securities for our subsidiary NAVICUS, resulting in a significant decrease in goodwill and non-current assets.

(Millions of yen)	As of February 29, 2024	As of February 28, 2025	Year on Year
Current assets	5,400	6,595	122.1%
Of which, cash and deposits	4,536	5,605	123.6%
Non-current assets	1,671	1,645	98.5%
of which, goodwill	252	95	37.9%
Total assets	7,071	8,241	116.5%
Current liabilities	1,405	1,335	95.0%
Of which, contract liabilities	209	264	125.9%
Non-current liabilities	2	1	57.3%
Net assets	5,662	6,904	121.9%
ROA(*1)	18.8%	14.6%	
ROE	22.9%	17.9%	

(*1) ROA and ROE have been calculated based on figures of the latest 12 months.

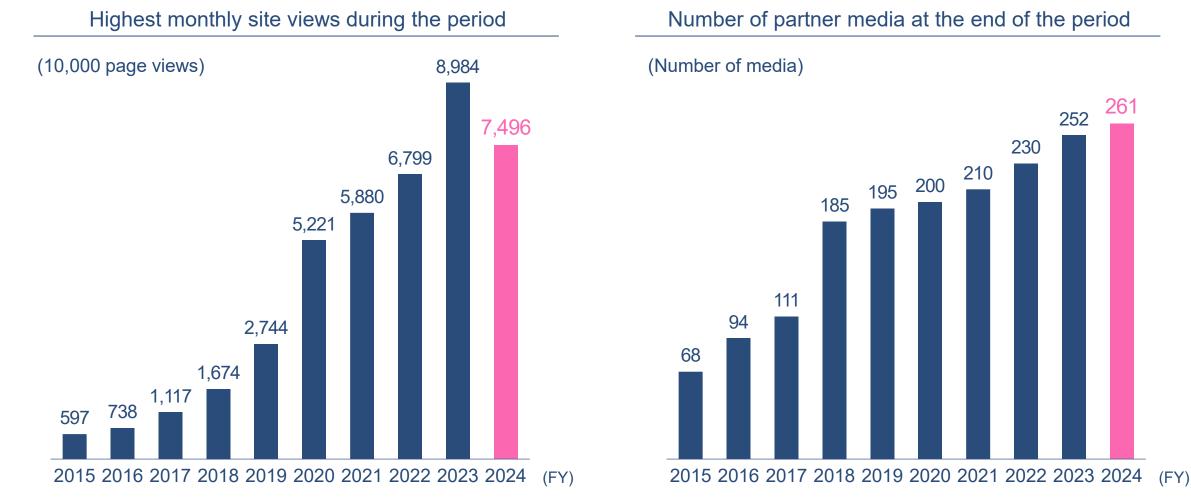
PR TIMES: Number of Companies Using PR TIMES

- The number of companies using PR TIMES as of February 28, 2025, reached 108,605, or 61.5% (2,495 out of 4,059) of all listed companies.
- Of the 85 companies that listed in Japan in 2024, 70.6% (60 companies) used PR TIMES, while 74.6% of companies that completed their IPO on the TSE Growth Market in 2024 used PR TIMES.



PR TIMES: Changes in Site Views and Partner Media

- With regard to site views, PR TIMES hit a record high of 89.84 million page views in August 2023. Highest monthly site views during FY2024 reached 74.96 million site views in October 2024.
- A total of 261 partner media reproduced PR TIMES press releases, as a rule, in their original form.



(*) Source: Google Analytics (GA4)

Publicity Achievements

• Publicity for the full FY2024 reached a record high of 496 releases across 258 media (121.9% of that for the previous fiscal year).

MAG

TV

16 releases across 16 media

ABEMA TV 「ABEMAヒルズ」 | NHK「サンデースポーツ」 | TOKYO MX「おはリナ!」 | 関西テレビ放送「newsランナー| | サンテレビ「キャッチ+| | TBS「THE TIME, | | TBS「news23| | TBS「Nスタ| | テレビ朝日「グッド!モーニング| | 東京MX「日曜はカラフル2 天使篇| BS-TBS「噂の!東京マガジン| | フジテレビ「めざましテレビ| | 毎日放送「よんちゃんTV | 読売テレビ「かんさい情報ネットten.| |読売テレビ「す・またん!| |NHK神戸「リブラブひょうご|

Radio 5 releases across 5 media

J-WAVE 「INNOVATION WORLD」 | FM軽井沢「にちようび × ノーマル」 | Kiss-FM KOBE「バンディ's What's Going On!」 | 渋谷のラジオ「渋谷でブランチトーク| | ラジオNIKKEI「この企業に注目!相場の福の神|

48 releases across 34 media Magazines

印刷雑誌 | Oggi | carton & box | かがわ経済レポート | 株主手帳 | 企業と広告 | クロワッサン | 月刊ぎふとPREMIUM | 月刊終活 | 月刊全調協ニュース | 月刊メニューアイディア | 月刊プリテックステージ | |懸賞なび|広報会議|CALL CENTER JAPAN|ゴルフ特信|財界|Signs&Displays|サンキュ!|CS STUDIO MAGAZINE|CM通信|週刊ダイヤモンド|宣伝会議|ソイフードジャーナル|ダイヤモンドZAi| 日経マネー | BtoB コミュニケーション | VISION OKAYAMA | 広島経済レポート | ファイナンス | PHASE 3 | POP EYE | MONOQLO | ラジオライフ

NEWS 123 releases across 65 media Newspapers

愛媛新聞|神奈川新聞|河北新報|北日本新聞|岐阜新聞|京都新聞|神戸新聞|佐賀新聞|The Bunka News|産経新聞|サンケイスポーツ|山陽新聞|自動車タイヤ新聞|信濃毎日新聞|酒 朝日新聞|糸島新聞| |食品産業新聞|新文化|新聞情報|新聞情報すペしある版|新聞通信|新聞之新聞|新聞報|スポーツニッポン|総合報道|中国新聞|中日新聞|デイリースポーツ|東京新聞 類飲料日報|食品化学新聞 |塗料報知|奈良新聞|西日本新聞|日刊県民福井|日刊工業新聞|日刊食品通信|日刊水産経済新聞|日刊スポーツ|日刊速報冷食タイムス|日本経済新聞|日本食糧新聞| 日本ネット経済新聞|日本流通産業新聞|フードウィークリー|報知新聞|北陸中日新聞|北海道建設新聞|北海道新聞|北國新聞|毎日新聞|みなと新聞|南日本新聞|宮崎日日新聞|山形新聞|山口新聞 読売新聞|旅行新聞|冷食タイムス|冷食日報|冷凍食品新聞|労働新聞

Web 304 releases across 138 media

RTB SQUARE | IR INFOナビ | Aismiley | ITキャピタル | ITトレンド | ITmediaマーケティング | アオモリジョイン | アスキーグルメ | ASCII STARTUP | アスピック | @DIME | アドクロ | AdverTimes. (アドタイ) advanced by massmedian | アンドエンジニア | AMP | eccLab | ECzine | ECのミカタ | Email Rising | いろいろまとめBeans | Web担当者Forum | ウォーカープラス | NHK NEWS WEB | EBISUMART Media FNNプライムオンライン | MBSニュース | エンタックス | M&A総合研究所 | OVO(オーヴォ) | オソトイコ | おとなの週末Web | Offers Magazine | ORICON NEWS | お笑いナタリー KagoshimaniaX-カゴシマニアックス|株主優待ガイド|軽井沢ウェブ|カワコレメディア|関西テレビ放送|起業ログ|月刊終活WEB|月刊総務オンライン|決算が読めるようになるノート|神戸ジャーナル| 広報デリ|公募ニュース|CodeZine|CALL CENTER JAPAN|コマースピック|サードニュース|SIGN NEWS SITE|THE GOLD60|サツイベ|札幌経済新聞|サンスポ|サンテレビNEWS|J-Net21|渋谷新聞 市民タイムスWEB | しもブロ | 女子アナ47 | 女子SPA! | svncAD | SQOOL.NETゲーム研究室 | D2C・DXニュース | スポーツ報知 | スポニチ Sponichi Annex | XEXEQ | 船場経済新聞 | タウンニュース | |楽しいニュース.com||地域NEWS号外NET下関市||中京テレビNEWS NNN||中日スポーツ||中日BIZナビ||通販新聞||DXマガジン||デイリースポーツニュース online||できるネット||デジタル行政| 鉄道チャンネル | テレ朝news | トウシル | 東スポWEB | 東洋経済オンライン | ナリナリドットコム | 西スポWEB OTTO! | 日刊水産経済新聞 | 日刊スポーツ | 日経クロステック | 日経クロストレンド | nippon.com | 日本経済新聞|日本ネット経済新聞|News You Use | PR EDGE | PR GENIC | びわ湖大津経済新聞 | HintClip | fasme | FISCO | FYTTE | formLab | 福岡のニュース | 福島民報 | フクリパ Voicy「藤沢久美の社長Talk」 | プリント&プロモーション | PRESIDENT Online | ProductZine | 文化通信デジタル | BASEBALL KING | ベストカレンダー | VOIX biz | 訪日ラボ | BOXIL Magazine | Markezine | MyturnMagazine | マイナビウーマン | マイナビ転職 | マイナビニュース | 毎日新聞デジタル | マガジンサミット | マナミナ | マネー現代 | Manegy | Media Innovation | MONOQLO | Yahoo!ニュース | Universal OOH | LASISA | LISKUL | レスポンス(Response) | レッツエンジョイ東京 | ロケットニュース24 | LOGISTICS TODAY | WorkMaster

- Publicity releases reproduced in Yahoo! News, livedoor News, SmartNews, LINE NEWS, NewsPicks, antenna, etc., are omitted. Publicity releases related to the Company's stock price are omitted.
- Publicity releases reproduced from newspapers and magazines to their respective online editions are omitted.
- PR EDGE and WorkMaster are media operated by the Company and its subsidiaries.

- Figures include media that were published more than once.

(March 2024 to February 2025; media names listed in Japanese alphabetical order)



Financial Results for the Fourth Quarter of FY2024

Services Trends for the Fourth Quarter of FY2024

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Financial Results Forecasts for FY2025

Road to Milestone 2025, towards 2030

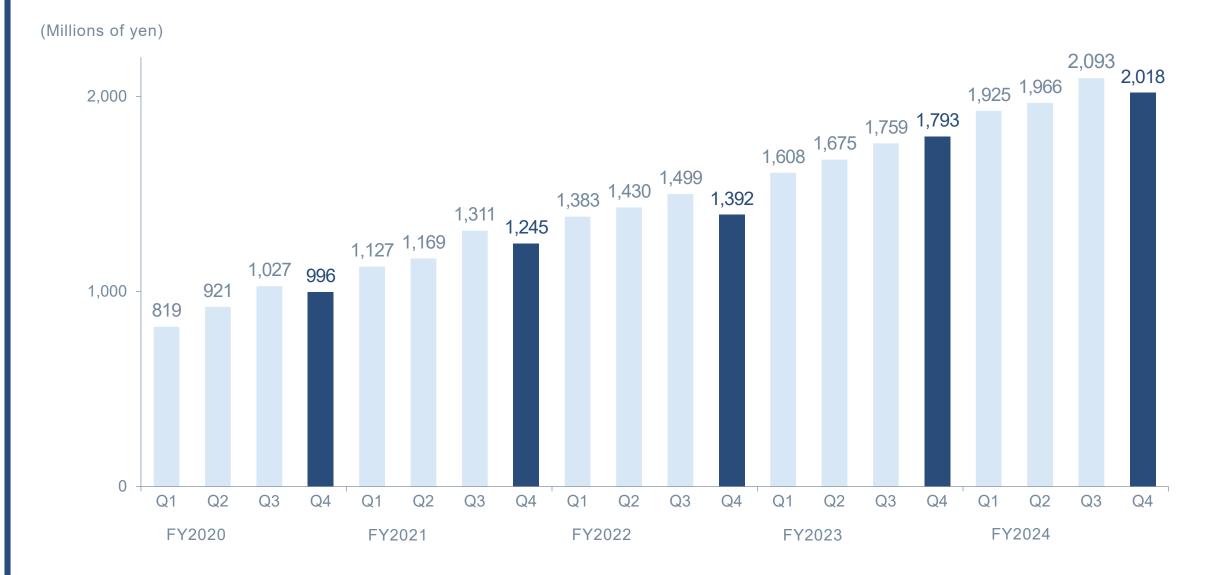
- We posted net sales of ¥2,018 million (112.5% year on year; 96.4% quarter on quarter) and operating profit of ¥280 million (121.3% year on year; 43.9% quarter on quarter).
- We recorded an impairment loss of ¥99 million in goodwill and ¥110 million in investment securities for our subsidiary NAVICUS, resulting in profit of 68.7% year on year.

	FY2023		FY202	24		Year on Year	Quarter on Quarter
(Millions of yen)	Q4	Q1	Q2	Q3	Q4	(YoY)	(QoQ)
Net sales	1,793	1,925	1,966	2,093	2,018	112.5%	96.4%
Gross profit	1,500	1,630	1,658	1,765	1,667	111.1%	94.4%
[Gross profit ratio]	[83.7%]	[84.7%]	[84.3%]	[84.4%]	[82.6%]	-	-
SG&A expenses	1,269	1,145	1,184	1,127	1,386	109.3%	123.0%
Operating profit	231	484	473	638	280	121.3%	43.9%
[Operating profit ratio]	[12.9%]	[25.2%]	[24.1%]	[30.5%]	[13.9%]	-	-
EBITDA	291	534	529	693	416	142.7%	60.1%
Profit	160	320	313	373	110	68.7%	29.6%

Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

Changes in Quarterly Net Sales

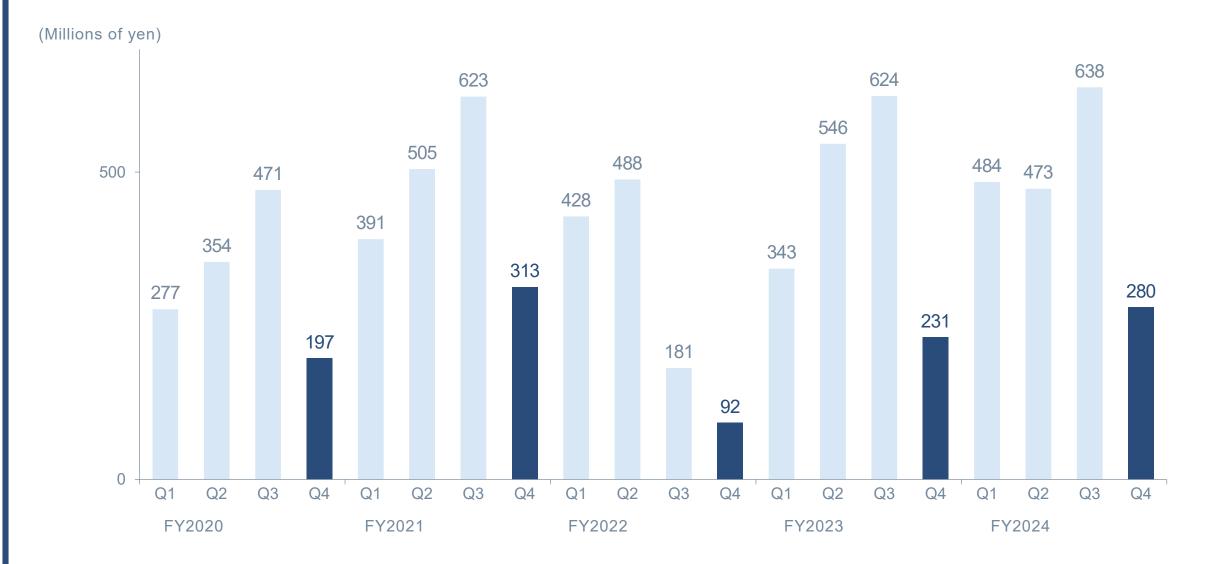
• Net sales reached a record high for the fourth quarter.



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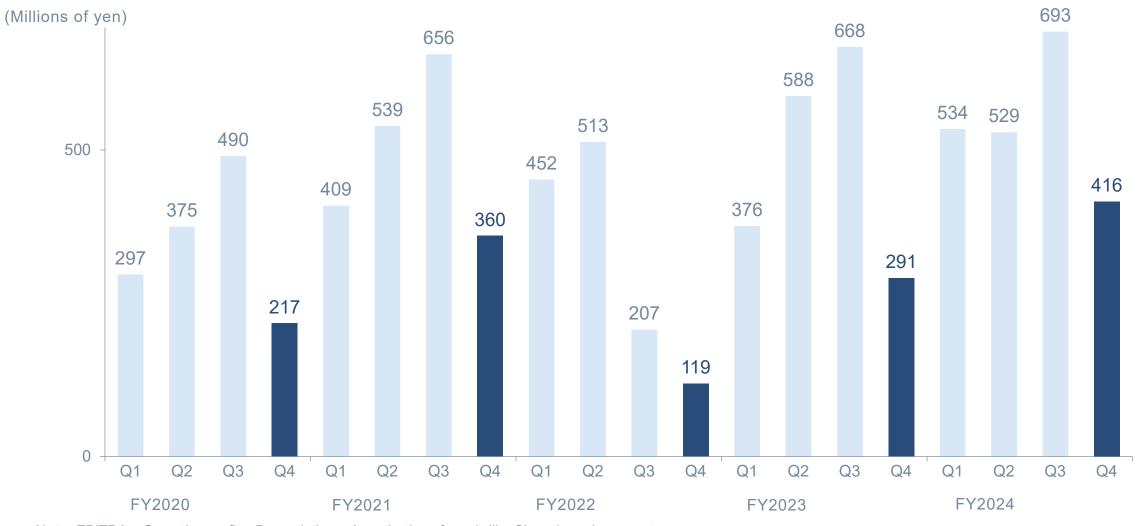
Changes in Quarterly Operating Profit

• Operating profit remained steady for the fourth quarter, while absorbing investments.



Changes in Quarterly EBITDA

• EBITDA reached a record high for the fourth quarter.



Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

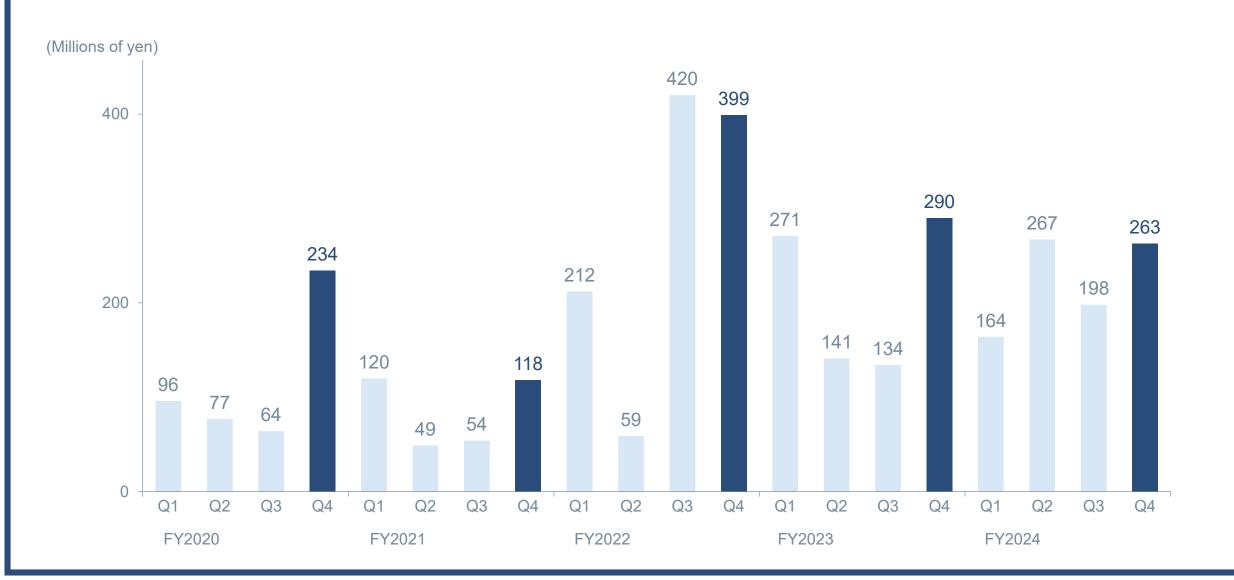
- S&M includes airing TV commercials and hosting the Public of The Year, PR TIMES College, and other events in PR TIMES, as well as distributing advertising videos and participating in events in Jooto and Tayori.
- R&D includes expenses we have continued to incur for the renewal project of PR TIMES.
- G&A has been maintained at less than 10% of net sales.

	FY2	2023	FY2024							
	C	24	G	21	Q2		Q3		Q4	
(Millions of yen)	Amount	Percentage of net sales								
Net sales	1,793	100.0%	1,925	100.0%	1,966	100.0%	2,093	100.0%	2,018	100.0%
Cost of sales	292	16.3%	294	15.3%	308	15.7%	327	15.6%	351	17.4%
S&M	870	48.5%	696	36.2%	747	38.0%	712	34.0%	991	49.1%
R&D	261	14.6%	279	14.5%	283	14.4%	272	13.0%	216	10.7%
G&A	137	7.7%	169	8.8%	154	7.8%	143	6.8%	178	8.8%
Operating profit	231	12.9%	484	25.2%	473	24.1%	638	30.5%	280	13.9%

Note: S&M, R&D, and G&A are abbreviations for Sales & Marketing, Research & Development, and General & Administrative expenses, respectively. These figures have not been audited or reviewed by the financial auditor.

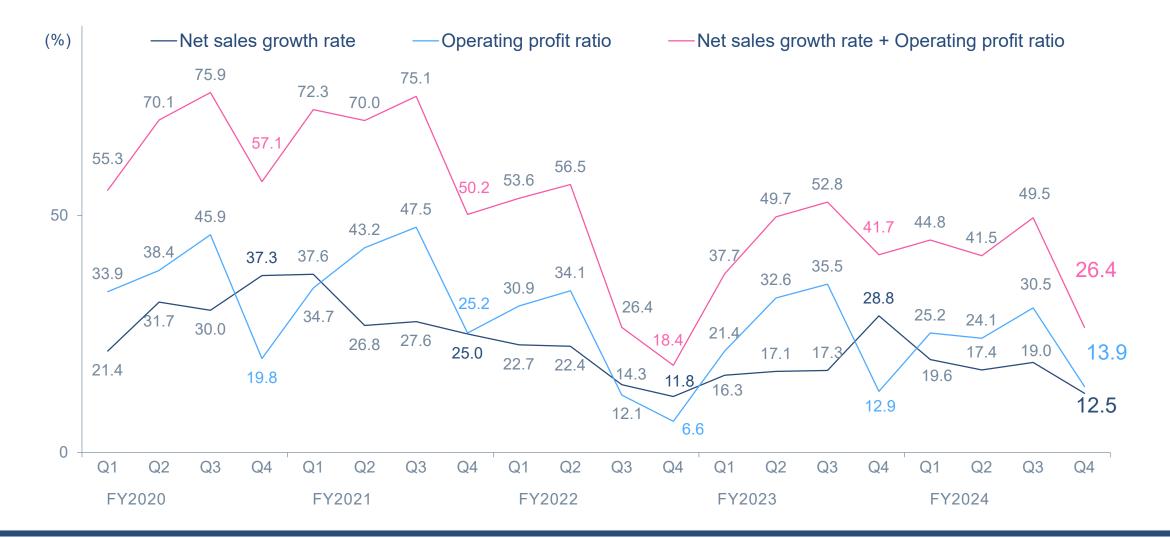
Changes in Quarterly Advertising Expenses

• Advertising expenses were ¥263 million, 90.8% of those in the same period of the previous fiscal year.



Changes in Net Sales Growth Rate and Operating Profit Ratio

- Total of net sales growth rate and operating profit ratio was 26.4%.
- Going forward, by driving aggressive yet disciplined investment, we will continue to pursue both sustainable growth and profit expansion.



Balance Sheet

- Current liabilities increased ¥217 million, including a ¥75 million increase in income taxes payable and a ¥40 million increase in the provision for shareholder benefit program.
- We recorded an impairment loss on goodwill and investment securities for our subsidiary NAVICUS, resulting in a significant decrease in goodwill and non-current assets.

(Millions of yen)	As of February 29, 2024	As of November 30, 2024	As of February 28, 2025	Year on Year	Quarter on Quarter
Current assets	5,400	6,025	6,595	122.1%	109.5%
Of which, cash and deposits	4,536	5,009	5,605	123.6%	111.9%
Non-current assets	1,671	1,806	1,645	98.5%	91.1%
of which, goodwill	252	208	95	37.9%	45.7%
Total assets	7,071	7,831	8,241	116.5%	105.2%
Current liabilities	1,405	1,117	1,335	95.0%	119.5%
Of which, contract liabilities	209	284	264	125.9%	92.7%
Non-current liabilities	2	2	1	57.3%	67.1%
Net assets	5,662	6,711	6,904	121.9%	102.9%
ROA	18.8%	16.2%	14.6%	_	_
ROE	22.9%	19.2%	17.9%	_	-

Note: ROA and ROE have been calculated based on figures of the latest 12 months.



Financial Results and Services Trends for Full FY2024

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Services Trends for the Fourth Quarter of FY2024

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Road to Milestone 2025, towards 2030

PR TIMES Business Highlights



https://prtimes.jp

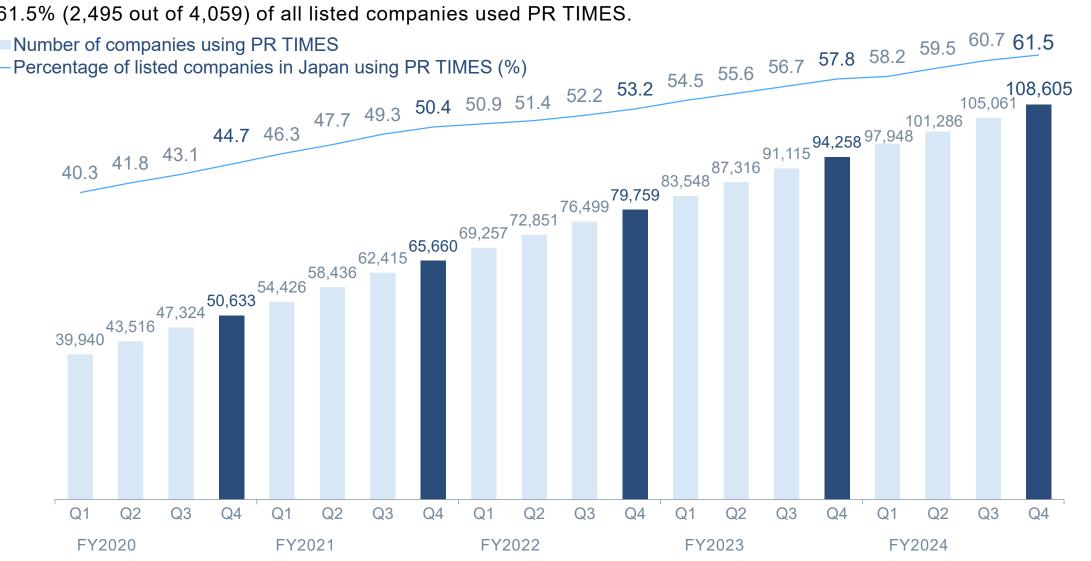
		Number of companies using PR TIMES	108,605			
	Companies	Percentage of listed companies in Japan using PR TIMES	61.5% (2,495 out of 4,059 companies)			
			39,816 per month (Oct. 2024)			
		Delivery media list	10,892 media			
	Media	Number of media users	27,521 persons			
		Number of partner media	261 media			
		Number of site views	89.84 million page views per month (Aug. 2023)			
	Consumers	Social media accounts	Facebook: 127,519			
			X (formerlyTwitter): 482,333			
		Number of individual users	236,079 persons			

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*As of February 28, 2025

PR TIMES | Changes in Number of Companies Using PR TIMES

- The number of companies using PR TIMES reached 108,605 (up 14,347 companies year on year; up 3,544 companies quarter on quarter).
- 61.5% (2,495 out of 4,059) of all listed companies used PR TIMES.



PR TIMES | Number of Contracts for Term Plans

- PR TIMES offers a pay-as-you-go plan at ¥30,000 per use and a fixed-rate plan. The fixed-rate plan includes a singlemonth contract at ¥80,000 per month, a semi-annual contract at ¥75,000 per month, and an annual contract at ¥70,000 per month. Contracts for annual and semi-annual plans and their totals are provided.
- The total number of contracts for term plans is 2,951 (up 283 companies or 10.6% year on year), including 2,657 companies under annual plans (up 268 companies or 11.2% year on year) and 294 companies under semi-annual plans (up 15 companies or 5.4% year on year).



PR TIMES | Changes in Number of Press Releases

- The number of press releases was 97,790 (up 11.0% year on year; down 12.3% quarter on quarter), with the growth rate holding steady in the 10% range.
- The fourth quarter was affected by seasonal factors such as fewer business days due to the year-end and New Year holidays, alongside the fact that the previous year was a leap year.



PR TIMES | Changes in Number of Partner Media

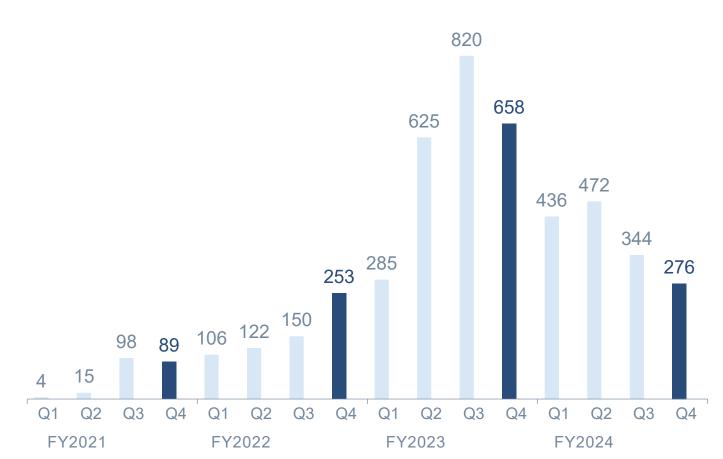
• The number of partner media was 261 (1 media added, 2 media decreased).

@nifty ב-ג



PR TIMES STORY | Changes in Number of Stories

- The number of stories for PR TIMES STORY was 276 (down 58.1% year on year; down 19.8% quarter on quarter), far short of the target of 2,298 stories.
- PR TIMES STORY will be excluded from the focus areas of PR TIMES' peripheral services for the time being.

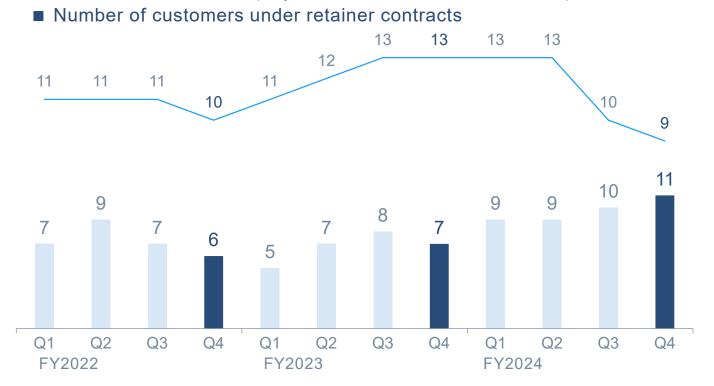


Actual number of stories

PR Partner Services | Number of Customers under Retainer Contracts

- PR partner services will be directly managed by the PR TIMES business unit to rebuild the service structure and organizations.
- Our focus is to create value for customers and society, establish service processes while making changes when
 necessary, and advance management talent capable of achieving sustainable service growth and revenue expansion.
 In addition, we began developing foundational skills for our team members.
- The goals and KPIs were redefined in line with our strategies to clearly visualize customer engagement, healthy service growth, and individual and team performance.

Number of full-time employees in PR Partner Services Department

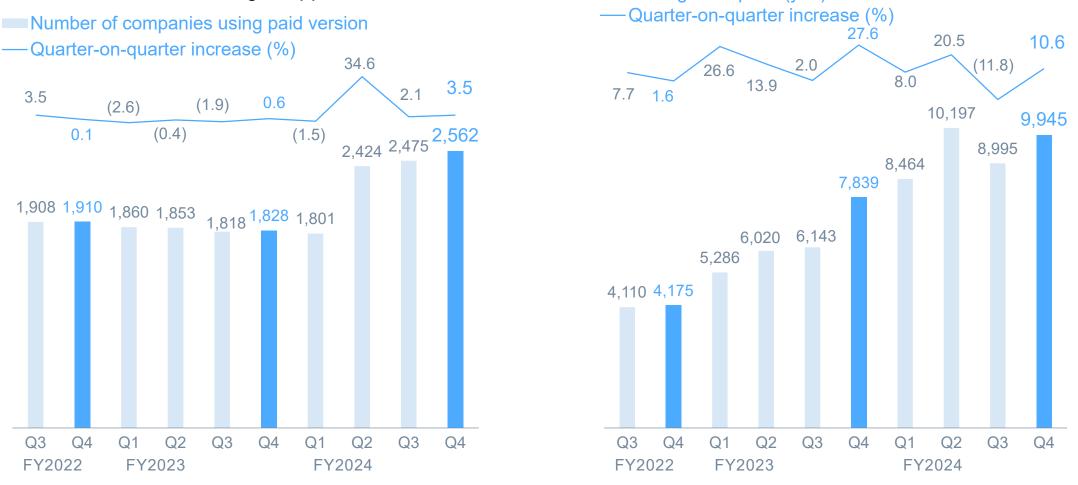


(*)The number of customers under retainer contracts is defined as the number of customers with contracts of at least ¥500,000 per month and in operation for the most recent six consecutive months.

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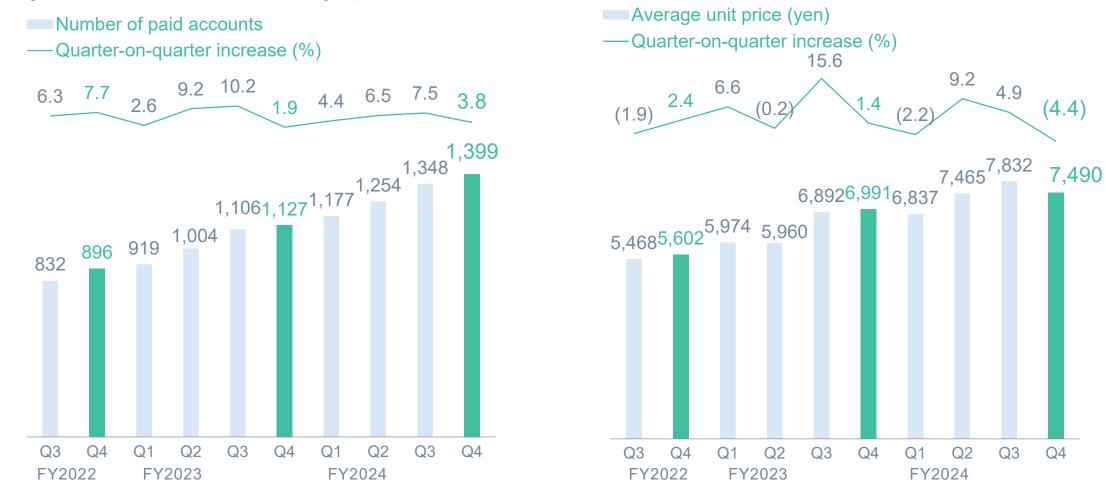
Jooto | Changes in Number of Companies Using Paid Version

- The number of companies using the paid version reached 2,562 (up 87 companies or 3.5% quarter on quarter), increasing for the third consecutive quarter, with no rebound after the significant 34.6% increase recorded in the first half.
- The average unit price per company was ¥9,945 (up 10.6% quarter on quarter, up 26.9% year on year), indicating a recovery despite a temporary effect in reaction to the strong performance of optional services such as initial introduction and API linkage support in the first half.



Tayori | Changes in Number of Paid Accounts

- The number of paid accounts increased for the 16th consecutive quarter to 1,399 (up 51 accounts or 3.8% quarter on quarter).
- The average unit price was ¥7,490 (down 4.4% quarter on quarter). Higher-priced plans such as implementation and
 operational support plans increased in the previous quarter, but this trend stabilized in the fourth quarter, resulting in a
 slight decline in the overall average price.



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Corporate Information | Progress as per Target to Fulfill the Continued Listing Criteria for the Prime Market - Compliance Status and Target Period

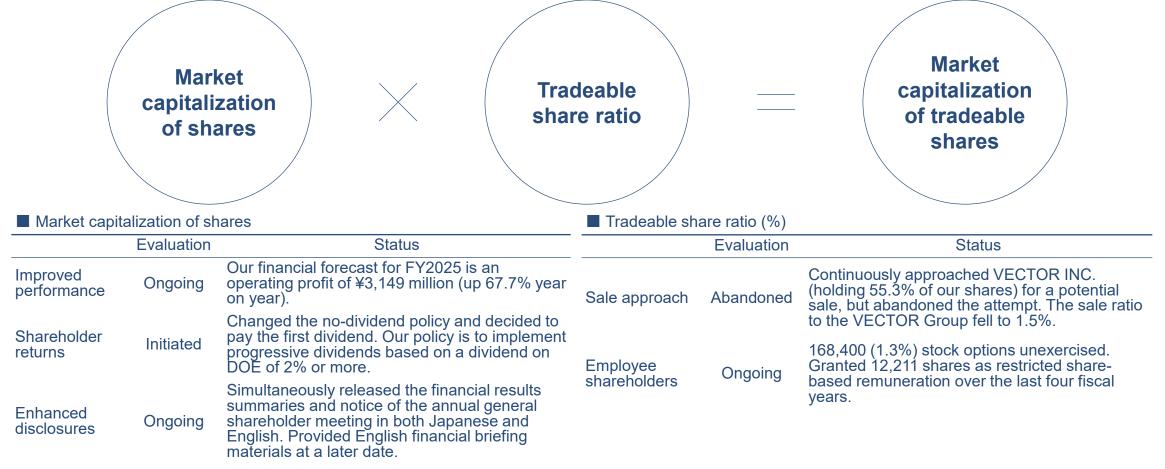
- The assessment results received from the TSE indicate non-compliance only regarding the market capitalization of tradeable shares. We received confirmation from life insurance companies and some corporate shareholders that their holdings are for pure investment purposes, and calculated these as tradeable shares, but still failed to meet the criteria (relevant figures shown in parentheses).
- The share price used to calculate the market capitalization of tradeable shares was ¥1,966, the average daily closing price over the three months preceding the fiscal year-end (December 2024 - February 2025). However, if there is no change in the total number of shares issued and the tradeable share ratio, the average share price needs to be ¥2,013 to fulfill the minimum required market capitalization of tradeable shares of ¥10.0 billion.
- The average share price from the business day following the announcement of the third quarter results through the end of March was ¥2,284, and the closing price on March 31, 2025, was ¥2,432, both of which fulfilled the required compliance level.
- We will advance initiatives to fulfill the continued listing criteria by the end of February 2026, the final year of our medium-term management goals, "Milestone 2025."

	Number of tradeable shares (Unit)	Market capitalization of tradeable shares (Billions of yen)	Tradeable share ratio (%)	Daily average trading value (Millions of yen)
Continued listing criteria for the Prime Market	20,000	10	35.0	20
Status of the Company [As of February 28, 2025]	48,571 [49,787]	9.5 [9.7]	35.9 [36.8]	50
Fulfillment status	Fulfilled	Not fulfilled	Fulfilled	Fulfilled
Fulfillment status when calculated based on the average share price from the business day following the announcement of the third quarter results through the end of March	[49,787]	[<u>12.1]</u> Fulfilled	[36.8]	_

Corporate Information | Progress as per Target to Fulfill the Continued Listing Criteria for the Prime Market - Overview of the Basic Policy Implementation

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- To fulfill the continued listing criteria, we have pursued a dual strategy of expanding market capitalization of shares and improving the tradeable share ratio.
- Our decision to shift our policy from no dividend to a dividend for the first time, combined with our sustainable growth and profit expansion, has begun to gain recognition. The average stock price of ¥2,284 from the business day following the announcement of the third-quarter financial results through the end of March, and the closing price of ¥2,432 on March 31, 2025, both surpassed the required compliance level of ¥2,013.
- Nevertheless, the improvement in the tradeable share ratio remains minimal.



Corporate Information | Reorganization and Personnel Changes

- With the appointment of a female executive officer, the Company's executive team now has five members for the first time.
- For the time being, we continue to restructure our organization while aligning and consolidating departments, and selecting the right leaders for the right positions.
- We work to reorganize Jooto and Tayori's sales structures to encourage the advancement of future leaders.
- PR partner services are now organized in a four-team system under the direct control of the PR TIMES business unit, with the aim of rebuilding the services.



- With Momoko Kogure joining, the executive team now consists of five members. The next step is to establish a structure with six executive officers and to facilitate the replacement of a full-time director.



- We aim for an organizational change that provides growth opportunities not only for employees assuming new roles but for all employees.
- We will accelerate talent and capability development, focusing particularly on positions currently lacking qualified candidates.

Press releases: <u>https://prtimes.jp/main/html/rd/p/000001522.000000112.html (in Japanese)</u> https://prtimes.jp/main/html/rd/p/000001504.000000112.html (in Japanese)

Corporate | Outside Directors and Outside Audit & Supervisory Board Members

- Tetsuya Sugimoto, Founder of Macromill, Inc. and Naohisa Fukutani, Senior Advisor at PwC Advisory LLC were informally appointed as Outside Directors. Chika Minami, Attorney-at-Law, was informally appointed as an Outside Audit & Supervisory Board Member.
- Following the 20th Ordinary General Meeting of Shareholders in May 2025, we expect the proportion of Independent Outside Directors to be 66.7% (4 out of 6 members), and the proportion of female Directors and Audit & Supervisory Board Members to be 22.2% (2 out of 9 members).



Tetsuya Sugimoto

Mr. Sugimoto's proven management skills, demonstrated by taking Macromill, Inc. the argest online research company, public only four

Reasons for informal appointment

largest online research company, public only four years after its founding and driving its globalization and business integration with competitors, as well as his keen sense and insight into social issues and sound judgment rooted in extensive business experience, are expected to invigorate the Board's discussions and bring greater value to the Company in the medium to long term.



Drawing on over 30 years in financial advisory services across banks, securities firms, and investment banks where he successfully closed a wide array of M&A deals, from large international projects to domestic mid- and small-sized companies, and his 15 years serving as an outside director for listed companies like the Avant Group, Mr. Fukutani is expected to make significant contributions to formulating the Company's management strategy and strengthening its governance.



Chika Minami

Drawing on her background at major law firms and startups, followed by her experience overseeing startup policy at the Ministry of Economy, Trade and Industry, as well as her legal experience and expertise, Ms. Minami is expected to perform her audit duties with objectivity, while effectively navigating between executive and supervisory viewpoints with an understanding of the differing perspectives of business operators, government, and other entities.

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Press release: <u>https://prtimes.jp/main/html/rd/p/000001501.000000112.html (in Japanese)</u>

- With 84 PR TIMES customers joining, the program offered a total of 88 types of benefit gifts to shareholders, mainly
 physical products such as food, beverages and daily necessities, as well as vouchers for meals and coupons for
 shopping on e-commerce websites.
- Five companies take part in offering hands-on and support-oriented types of benefit gifts exclusively for shareholders, which are not normally sold, and 24 customer companies offer benefit gifts of less than ¥10,000 for long-term shareholders holding shares for more than three years.
- Information will be provided in the "Shareholder Benefits Notice" sent out in early May 2025 to those who were shareholders as of both August 31, 2024, and February 28, 2025.

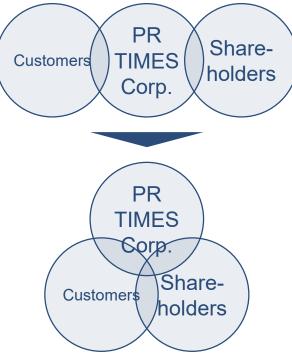
Examples of hands-on and support-oriented types of benefit gifts exclusive to PR TIMES shareholders

AFURI Inc. Ramen-making experience & meal plan for parents and children to join together at AFURI's main store, "ZUND-BAR"!

A special hands-on experience limited to PR TIMES shareholders, perfect for parents and children. Participants will make ramen noodles at AFURI's main store, "ZUND-BAR," and then enjoy the ramen they've made right on the spot.

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Morioka ParkHeartwarming & powerful short videos of<br/>your chosen animal, filmed up close by<br/>zookeepers
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Morioka City Zoological Park ZOOMO is a "satoyama" (village-mountain) zoo located in the hills near the city center. Choose your favorite animal from African elephants and pumas to Japanese golden eagles and receive a compelling short video filmed from an incredibly close distance only possible by the zookeepers themselves.



PR TIMES | April Dream: Making April 1 a Day to Deliver Dreams

- 5,274 dreams were collected from individuals, companies, organizations, and local governments throughout Japan and displayed on an entire 11-car train on the Yamanote Line from April 1 to 15.
- 223 partners who supported April Dream participated in the project and provided support for the sharing of dreams through their own initiatives. 262 Dream Spots were set up throughout Japan.
- 50,000 free Dream Postcard Kits were distributed at 481 post offices nationwide, allowing people from all
 regions to share their dreams by mailing them in. The dreams written on these postcards were then featured at
 local Dream Spots and on the official April Dream website.



Press releases: <u>https://prtimes.jp/main/html/rd/p/000001510.000000112.html (in Japanese)</u> <u>https://prtimes.jp/main/html/rd/p/000001507.000000112.html (in Japanese)</u> <u>https://prtimes.jp/main/html/rd/p/000001500.000000112.html (in Japanese)</u>

PR TIMES | Exploring "PR" with the BRUTUS Editorial Team

- Co-edited with MAGAZINE HOUSE CO., LTD., we produced a special book "PR that Moves Hearts. powered by PR TIMES MAGAZINE" as a supplementary booklet to the February 3, 2025 issue of BRUTUS cultural magazine on "The Power of Communication."
- Edited by BRUTUS, the booklet presents the voices of representatives from 19 companies, local governments, and public agencies that continue to drive new initiatives.
- Content from "PR that Moves Hearts." is made available on a special site launched on BRUTUS.jp, the official BRUTUS website.



Press release: <u>https://prtimes.jp/main/html/rd/p/000001499.000000112.html (in Japanese)</u>

PR TIMES | Airing of TV Commercial Tied to NTV's Drama Series

- A TV commercial tied to Nippon Television's Sunday drama "Hot Spot" was aired from January 12 to March 16.
- The collaborative commercial is set behind the scenes during the production of the drama "Hot Spot." The advertising staff suggests using the press release distribution service "PR TIMES" to promote the drama. Thanks to this, the drama's tagline, "Local Alien Human Comedy," spread widely and became a hot topic. However, the storyline goes that this unintentionally raised expectations too high, leading people to wonder, "Is it some grand sci-fi epic?"





Press release: <u>https://prtimes.jp/main/html/rd/p/000001494.000000112.html (in Japanese)</u>

PR TIMES | Commercial on the Popular Pro Baseball Program "Sun TV Box Seat"

- Starting April 10, a collaborative commercial featuring Sun TV's popular mascot "Oh! Sun (Ossan or middle-aged man)" began airing on "Sun TV Box Seat," the network's professional baseball program known for broadcasting games in their entirety until the final out.
- In addition to the "Can't Take Your Eyes Off It" version, which airs exclusively during pitching changes within the live game broadcast, a second version is also planned.



Press release: <u>https://prtimes.jp/main/html/rd/p/000001521.000000112.html (in Japanese)</u>

Financial Results and Services Trends for Full FY2024

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Financial Results for the Fourth Quarter of FY2024

Services Trends for the Fourth Quarter of FY2024

Topics & Reference Information

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Financial Results Forecasts for FY2025

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Road to Milestone 2025, towards 2030

- The operating profit forecast for FY2025 has been revised upward to ¥3,149 million (up 67.7% year on year).
 We are projected to surpass the "Operating profit of ¥3.0 billion or more" announced in the financial results for the third quarter of FY2024.
- Our policy is to maintain growth of over 10% in the number of PR TIMES press releases, re-launch PR partner services and web clipping in peripheral areas, and achieve growth in net sales per large company customer.
- Both Jooto and Tayori are set to achieve 1.6x growth in net sales and return to profitability in operating profit.
- While glucose aims to increase sales to outside the Group, NAVICUS is poised to firmly achieve a return to profitability for the first time in five fiscal years.

	FY2024	FY2025	Compared with results of the previous fiscal year		
	full-year	full-year	A	Demonstration	Range of
(Millions of yen)	results	forecasts	Amount	Percentage	forecasts
Net sales	8,003	9,205	1,201	115.0%	$\pm 5.0\%$
Operating profit	1,877	3,149	1,271	167.7%	±15.0%
[Operating profit ratio]	[23.5%]	[34.2%]	-	[10.7%]	-
EBITDA	2,174	3,442	1,268	158.3%	±15.0%
Profit	1,118	2,122	1,003	189.7%	\pm 15.0 %
Annual dividend	¥10.30	¥13.20	¥2.90	128.2%	

Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

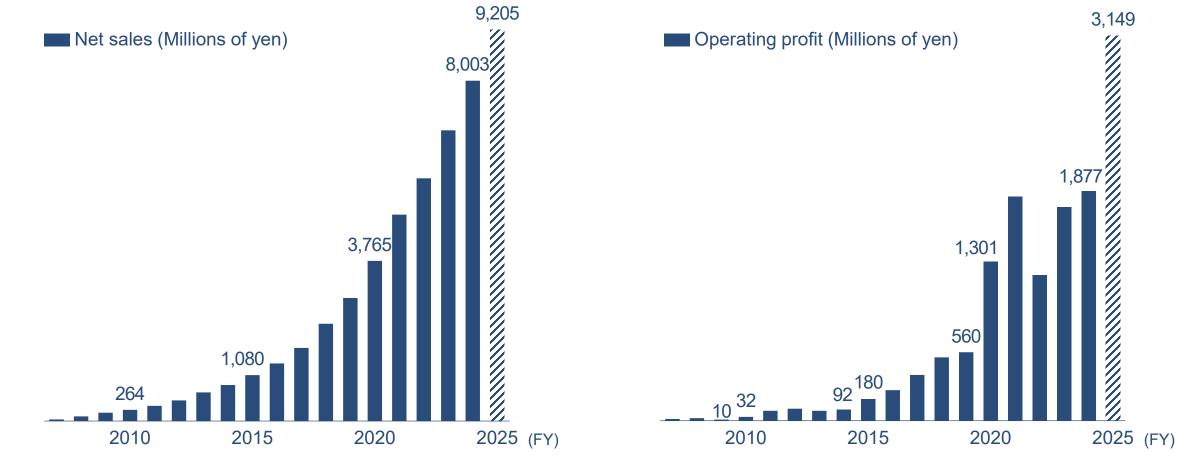
FY2025 Operating Profit and Share-based Payment Expenses

- Share-based payment expenses for share acquisition rights will fluctuate depending on operating profit for FY2025.
- Based on our operating profit forecast of ¥3,149 million, we recorded ¥44,466 thousand in share-based payment expenses.
- Achieving an operating profit of ¥3.5 billion or more would require absorbing an additional ¥25,505 thousand in share-based payment expenses. Currently, however, an operating profit forecast of ¥3,149 million was determined after a careful assessment of the balance between investment and profit.

(Thousands of yen) Fiscal Year	FY2025 operating profit exceeding ¥2.8 billion	FY2025 operating profit exceeding ¥3.15 billion	FY2025 operating profit exceeding ¥3.5 billion
FY2024	72,300	_	_
FY2025	44,466	57,219	69,972
FY2026	22,131	27,058	31,986
FY2027	5,583	7,167	8,752
FY2028	40	47	54

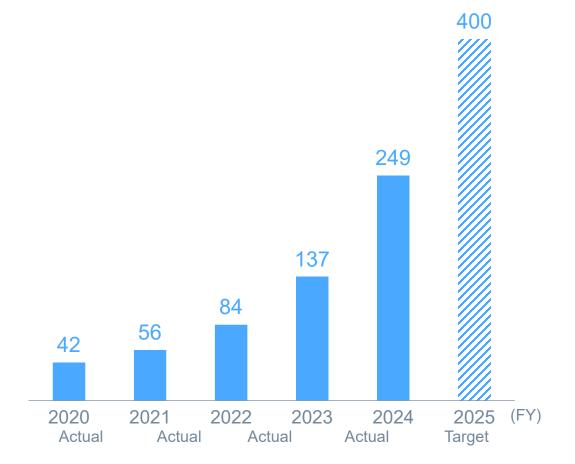
Changes in Full-Year Financial Results and Our Position in the Current Fiscal Year

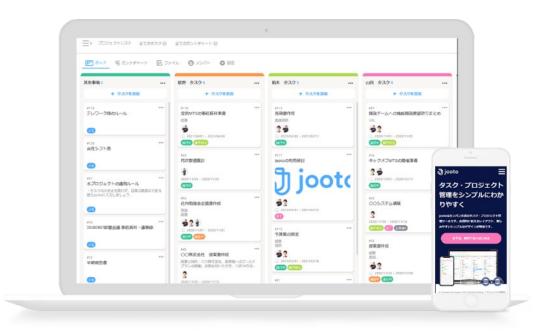
- We aim to achieve 19 consecutive years of net sales growth and a second consecutive year of record-high operating profit for FY2025, a pivotal year we have positioned to drive our earning power to a higher level.
- To date, we have leveraged our earning power as a strategic asset to establish a cycle in which we build medium- to long-term competitive advantage, even by making investments that may not be profitable on a single fiscal year basis, and to improve profitability and then channel those profits back into reinvestment. We view FY2025 as a prime opportunity to further accelerate such an investment cycle, enhance its quality, and strengthen our overall management capabilities.



Business Plan for Jooto

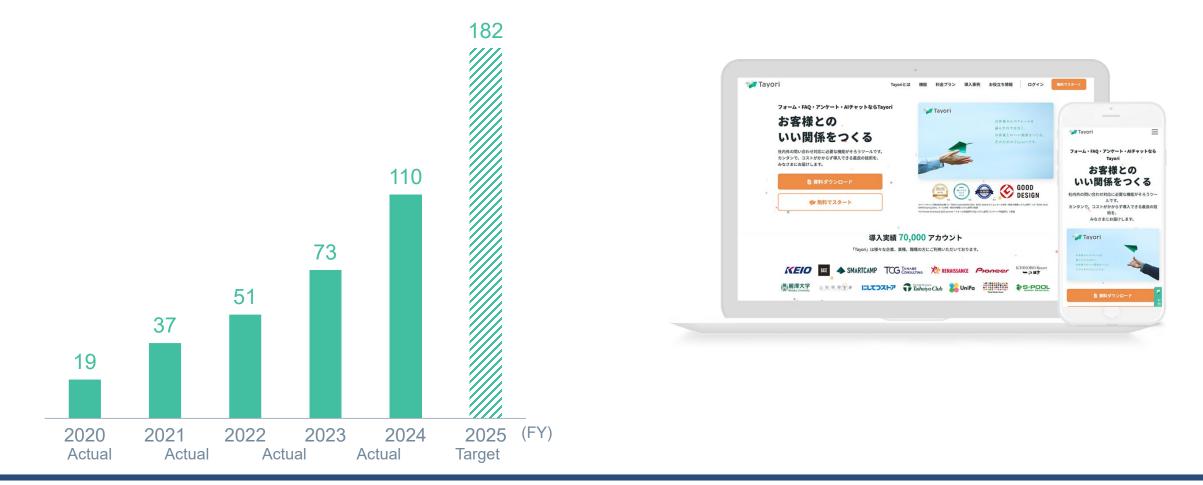
- Net sales in FY2024 were ¥249 million (1.8x that for the previous fiscal year; 110.9% of target).
- We target net sales of ¥400 million (1.6x that for the previous fiscal year) and an operating profit of ¥31 million (first profitability) for FY2025.
- We will drive the adoption of Jooto, primarily among large companies, through generative AI-powered feature enhancements and the addition of specialized service lines tailored to specific use cases.





Business Plan for Tayori

- Net sales for FY2024 were ¥110 million (1.5x that for the previous fiscal year; 84.4% of target).
- We are targeting net sales of ¥182 million (1.6x that for the previous fiscal year) and a operating profit of ¥10 million (first profitability) for FY2025.
- We plan to enhance our products with features such as generative AI integration and permission management, and will expand our support services to accompany customers' business operations.



Road to Milestone 2025, towards 2030

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Final Year of Milestone 2025 and Lead-up Period for Milestone 2030

- The entire Group will remain resolutely committed to achieving the operating profit goal of ¥3.5 billion set in Milestone 2025. FY2025, however, is a transition period, and not our ultimate goal.
- To realize our mission "Towards an Age Where Information Inspires Hearts and Minds," we are committed to sustainable growth and revenue expansion by setting even more ambitious goals for FY2030.



Towards an Age Where Information Inspires Hearts and Minds

It has been a quarter of a century since the Internet first became a part of people's lives.

Each and every one of us can now edit and disseminate information.

However, the amount of information that is gathered with technology and casually disseminated continues to grow.

Unfortunately, the probability of encountering the information that we really need and the feelings and thoughts that we really wish to experience has decreased in general.

The unshakable truth is not what has been said but what has been done.

Actions do not lie.

Hence, it is imperative to leverage the power of the Internet and technology to amplify the value of information about people who carry out actions.

Information directly related to hard work will spark the most robust and inspiring movements.

This is true in sports, in the arts, in politics, in economics, and at work and at home.

It is also true for all things big and small.

As the quality and speed of dissemination of information from people who carry out actions increases, it can become a mainstream source of information in the world.

The stories and thoughts that emerge from this will move the hearts and minds of each and every individual around the world. This will create a virtuous cycle of positive energy.

Our mission is to become such a platform.

A briefing session is held in addition to the release of this document. We also meet separately with analysts and institutional investors as necessary. We refrain from communicating important information that has not been publicly disclosed during the Q&A segments of the briefing session and individual meetings. In general, new important information will first be announced on PR TIMES.

With regard to the rounding of numbers in this document, figures below the unit of millions of yen are rounded down (but rounded off to the first decimal place in cases where decimals are shown), while percentages (%) are rounded off to the first decimal place in general.

All opinions and forecasts contained in this document are the views of the Company as of the date on which the document was prepared, and the Company does not guarantee the accuracy of such information.

Please note that actual results, etc., may differ due to various factors.