



Briefing Materials for the Financial Results of First Quarter of Fiscal Year 2025

PR TIMES Corporation (TSE Prime | 3922)

July 14, 2025

Financial results for first quarter of FY2025

- Net sales and operating profit increased 19.7% and 82.3% year on year, respectively, reaching record highs.
- The percentage of full-year forecasts progressed was 25.0% (24.1% in the same period of the previous fiscal year) for net sales and 28.1% (25.8% in the same period of the previous fiscal year) for operating profit, while net sales and operating profit progressed at 52.1% (49.5% in the same period of the previous fiscal year) and 60.0% (50.5% in the same period of the previous fiscal year) of the first-half forecasts, respectively. This indicates that progress is being made as planned.

Services trends

- The number of PR TIMES press releases increased by 13.9% year on year, a new record high of 112,888 for the quarter. The impact on performance due to unauthorized access remains minor, but we will proceed with the recurrence prevention measures as planned and strive to restore trust.
- The number of companies using Jooto's paid version was 2,638 (up 3.0% quarter on quarter), while the average unit price was ¥12,468 (up 25.4% quarter on quarter). The number of Tayori's paid accounts was 1,466 (up 4.8% quarter on quarter), while the average unit price was ¥8,466 (up 13.0% quarter on quarter).

Topics

- A sabbatical leave program was introduced to allow employees with seven years or more of service to take 23 consecutive days of paid leave. During the leave period, a fixed bonus of ¥50,000 is provided to pre-designated work substitutes. This will foster a culture of mutual support for long-term service and life enrichment.
- The program to connect customers and shareholders through the Shareholder Benefit Program in 2025 shows further improvement, with a 93.7% application rate (up 5.5 points year on year).

Road to Milestone 2025, towards 2030

- 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.
- 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.

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PR TIMES FY2024
ANNUAL REPORT
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Financial Results for the First Quarter of FY2025

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- We posted net sales of ¥2,305 million (119.7% year on year; 114.2% quarter on quarter) and operating profit of ¥883 million (182.3% year on year; 314.9% quarter on quarter).

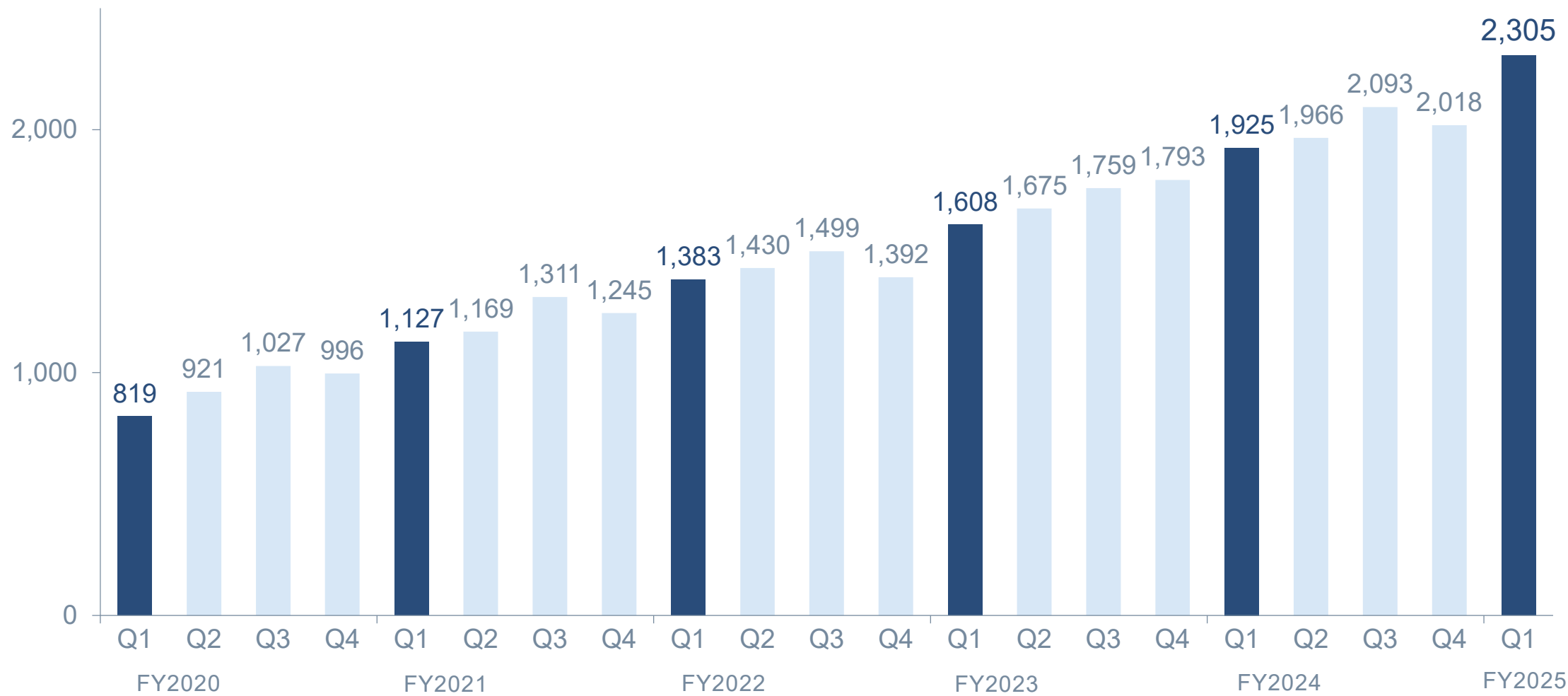
	FY2024				FY2025	Year on Year	Quarter on Quarter
(Millions of yen)	Q1	Q2	Q3	Q4	Q1	(YoY)	(QoQ)
Net sales	1,925	1,966	2,093	2,018	2,305	119.7%	114.2%
Gross profit	1,630	1,658	1,765	1,667	1,940	119.0%	116.4%
[Gross profit ratio]	[84.7%]	[84.3%]	[84.4%]	[82.6%]	[84.2%]	—	—
SG&A expenses	1,145	1,184	1,127	1,386	1,056	92.2%	76.2%
Operating profit	484	473	638	280	883	182.3%	314.9%
[Operating profit ratio]	[25.2%]	[24.1%]	[30.5%]	[13.9%]	[38.3%]	—	—
EBITDA	534	529	693	416	949	177.5%	228.0%
Profit	320	313	373	110	572	178.4%	517.7%

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

Changes in Quarterly Net Sales

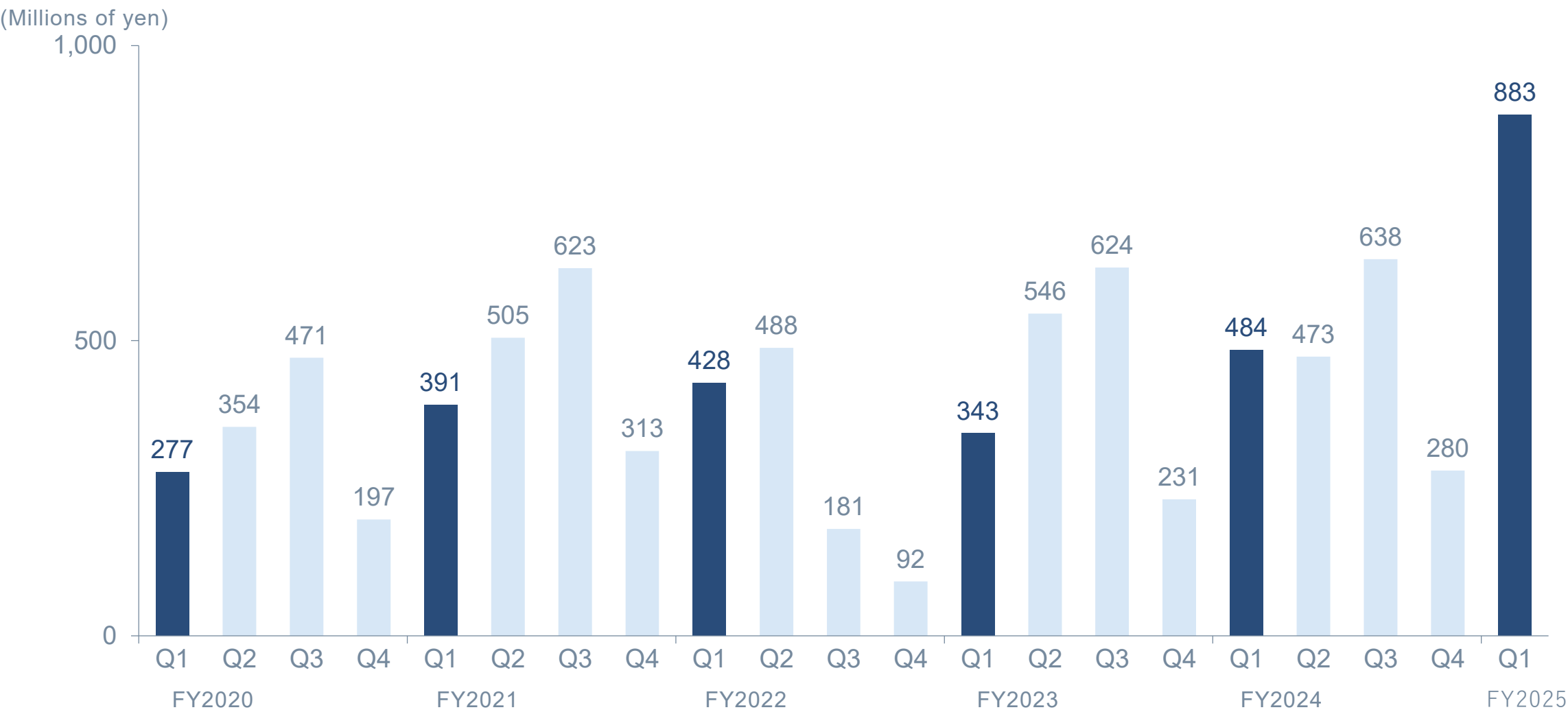
- Net sales reached a record high, indicating a continued growth trajectory.

(Millions of yen)



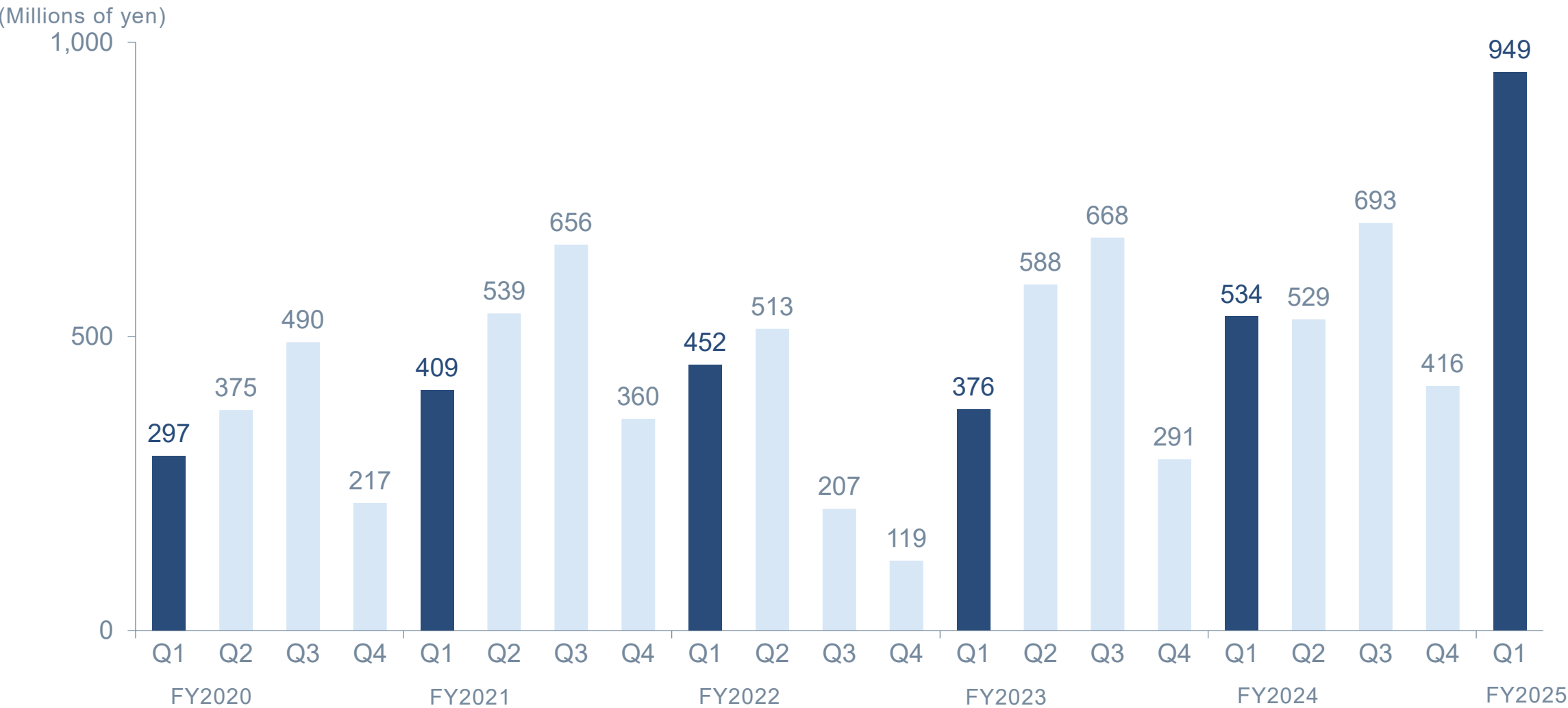
Changes in Quarterly Operating Profit

- Operating profit reached a record high after absorbing investments.



Changes in Quarterly EBITDA

- EBITDA reached a record high.



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

Breakdown and Ratios of Quarterly SG&A Expenses

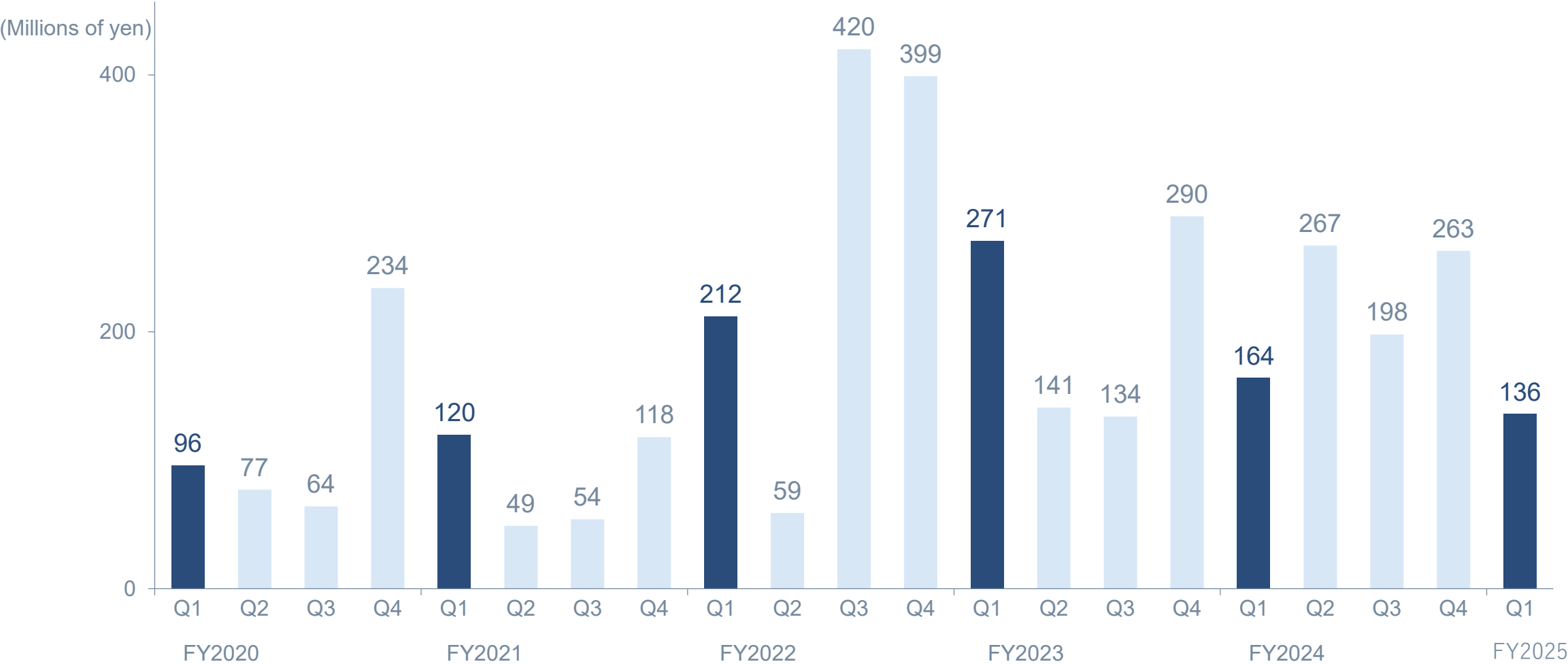
- S&M includes a collaborative commercial with the professional baseball program, and April Dream, as well as participating in events in Jooto and Tayori.
- R&D expenses decreased from the previous quarter due to the impact of in-house development.
- G&A has been maintained at less than 10% of net sales.

(Millions of yen)	FY2024								FY2025	
	Q1		Q2		Q3		Q4		Q1	
	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales
Net sales	1,925	100.0%	1,966	100.0%	2,093	100.0%	2,018	100.0%	2,305	100.0%
Cost of sales	294	15.3%	308	15.7%	327	15.6%	351	17.4%	364	15.8%
S&M	696	36.2%	747	38.0%	712	34.0%	991	49.1%	726	31.5%
R&D	279	14.5%	283	14.4%	272	13.0%	216	10.7%	158	6.9%
G&A	169	8.8%	154	7.8%	143	6.8%	178	8.8%	171	7.5%
Operating profit	484	25.2%	473	24.1%	638	30.5%	280	13.9%	883	38.3%

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.

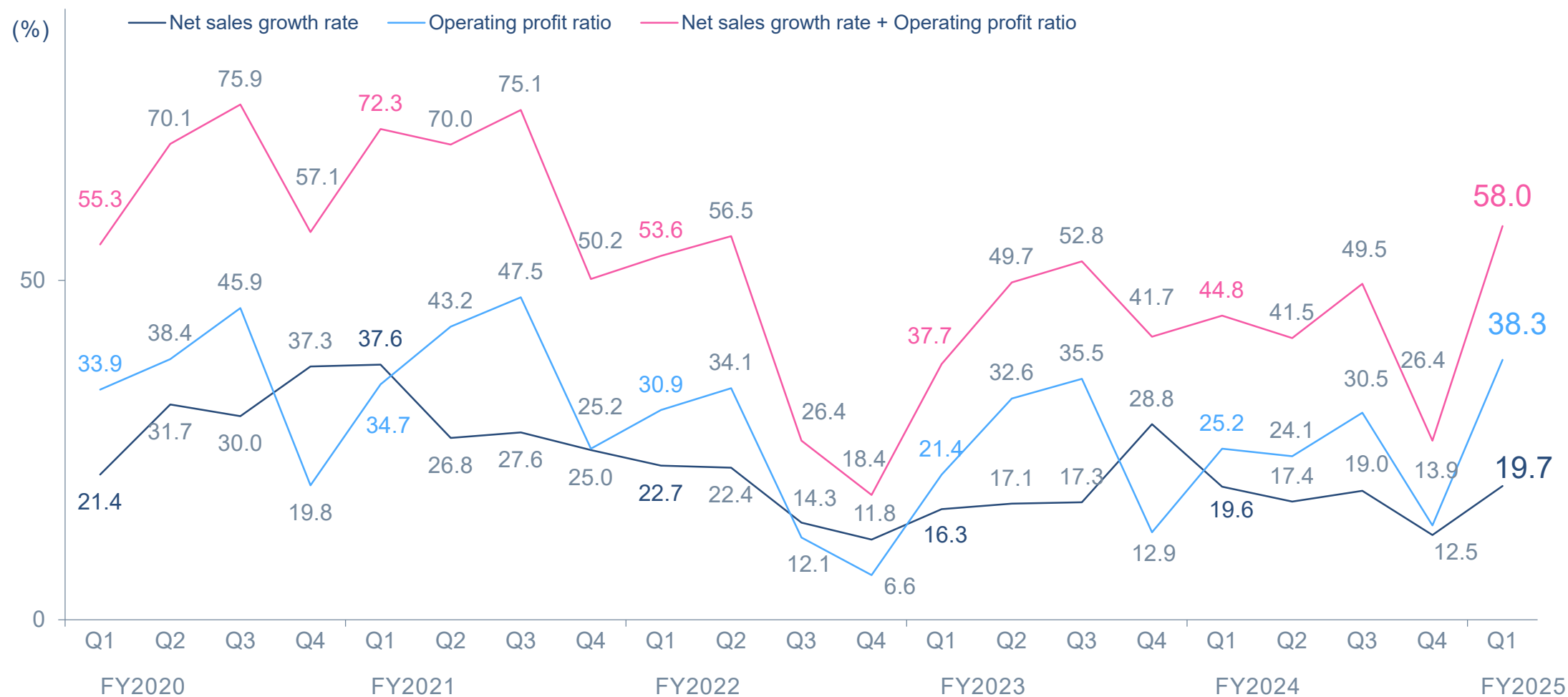
Changes in Quarterly Advertising Expenses

- Advertising expenses were ¥136 million, 82.6% of those in the same period of the previous fiscal year.

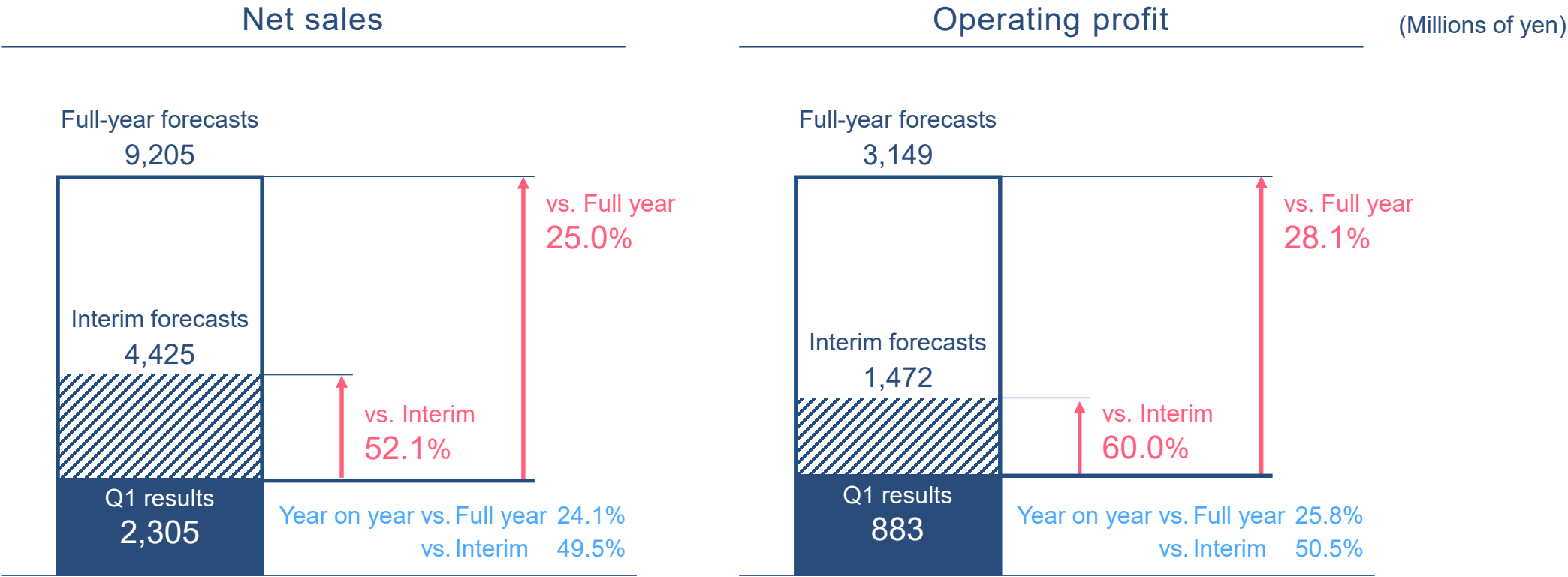


Changes in Net Sales Growth Rate and Operating Profit Ratio

- Total of net sales growth rate and operating profit ratio was 58.0%.
- Going forward, by driving aggressive yet disciplined investment, we will continue to pursue both sustainable growth and profit expansion.



- The percentage of full-year forecasts progressed was 25.0% (24.1% in the same period of the previous fiscal year) for net sales and 28.1% (25.8% in the same period of the previous fiscal year) for operating profit, while net sales and operating profit progressed at 52.1% (49.5% in the same period of the previous fiscal year) and 60.0% (50.5% in the same period of the previous fiscal year) of the first-half forecasts, respectively. This indicates that progress is being made as planned.



- Cash and deposits continued to accumulate due to operating cash flows, reaching nearly ¥6.0 billion.

(Millions of yen)	As of May 31, 2024	As of February 28, 2025	As of May 31, 2025	Year on Year	Quarter on Quarter
Current assets	5,235	6,595	7,001	133.7%	106.2%
Of which, cash and deposits	4,297	5,605	5,913	137.6%	105.5%
Non-current assets	1,790	1,645	1,639	91.6%	99.6%
Of which, goodwill	237	95	87	36.9%	91.9%
Total assets	7,025	8,241	8,640	123.0%	104.8%
Current liabilities	1,039	1,335	1,287	123.9%	96.4%
Of which, contract liabilities	287	264	358	124.6%	135.8%
Non-current liabilities	2	1	1	54.8%	88.9%
Net assets	5,983	6,904	7,351	122.9%	106.5%
ROA	19.2%	14.6%	17.4%	—	—
ROE	23.5%	17.9%	20.7%	—	—

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

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Road to Milestone 2025, towards 2030

PR TIMES
TV



<https://prtimes.jp>

Companies

Number of companies using PR TIMES 112,809
Percentage of listed companies in Japan using PR TIMES 62.8% (2,549 out of 4,056 companies)
Number of press releases 39,816 per month (Oct. 2024)

Media

Delivery media list 10,882 media
Number of media users 27,974 persons
Number of partner media 261 media

Consumers

Number of site views 89.84 million page views per month (Aug. 2023)
Social media accounts Facebook: 128,063
X (formerly Twitter): 489,511
Number of individual users 244,311 persons

- The number of publicity for the first quarter of FY2025 was 95 releases across 76 media (103.3% of that for the previous fiscal year), marking a record high for the first quarter.
- One of the values we offer is publicity, and our publicity achievements demonstrate the high value of using PR TIMES.



TV

4 releases across 4 media

NHK岡山「もぎたて！」 | 岡山放送「なんしょん？」 | KKT熊本県民テレビ「newsevery.くまもと」 | フジテレビ「めざましテレビ」



Magazines

9 releases across 8 media

会社四季報 | 株主手帳 | 月刊事業構想 | CALL CENTER JAPAN | 財界 | Signs & Displays | 週刊東洋経済 | NEWing



Newspapers

15 releases across 12 media

朝日新聞 | 神奈川新聞 | 熊本日日新聞 | 総合報道 | 新潟日報 | 日刊速報冷食タイムス | 日本海新聞 | 日本経済新聞 | 物流ウィークリー | 米麦日報 | 山形新聞 | 冷食日報



Web

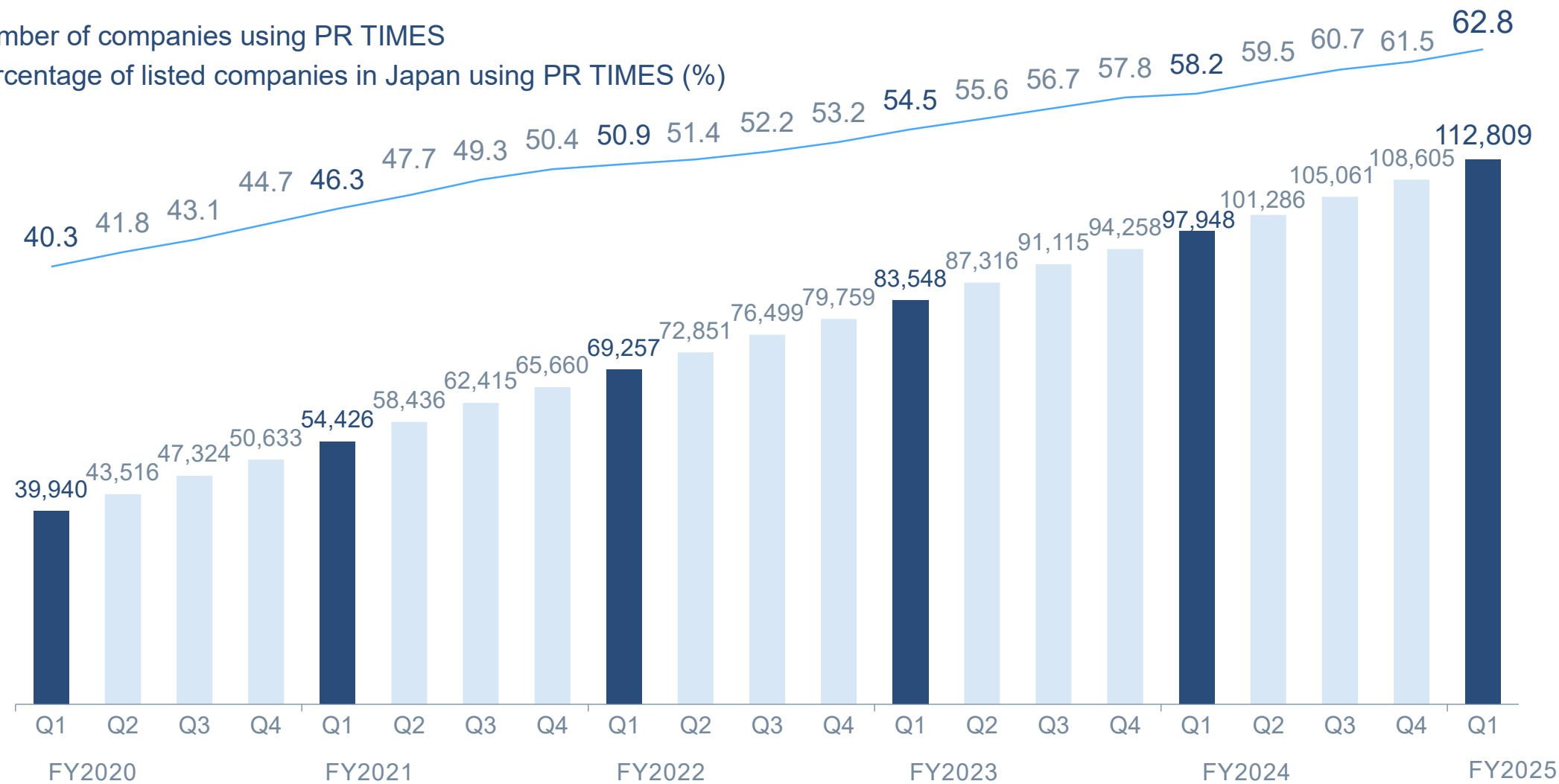
67 releases across 52 media

R100 tokyo | iJAMP | Aismiley | ASCII | ASCII STARTUP | advanced | アルムナビ | Web幹事 | entax | OVO (オーヴォ) | All About | Catch the Web Media | クロワッサン オンライン | 月刊総務オンライン | CALL CENTER JAPAN | コマースピック | サードニュース | サイゾーオンライン | SIGN NEWS SITE | シクチョーソン | しごとリーチ! | 週刊大阪日日新聞 | syncAD | XEXEQ | 高松経済新聞 | 東京お台場.net | TOKK | トラベルボイス | 長野日報 | ナリナリドットコム | 日本流通産業新聞オンライン | News You Use | ネットショップ担当者フォーラム | ハフポスト | PR GENIC | beautyまとめ | Plus Web3 media | brand new Me! | freelance hub | ProductZine | ベストカレンダー | VOIX Life | HotelBank | マイナビニュース | 毎日新聞デジタル | まいぷれ | マイベストプロ 全国版 | マイライフニュース | 松本経済新聞 | Mama Jocee | 佳子・純子のお天気気象転結 | LISKUL

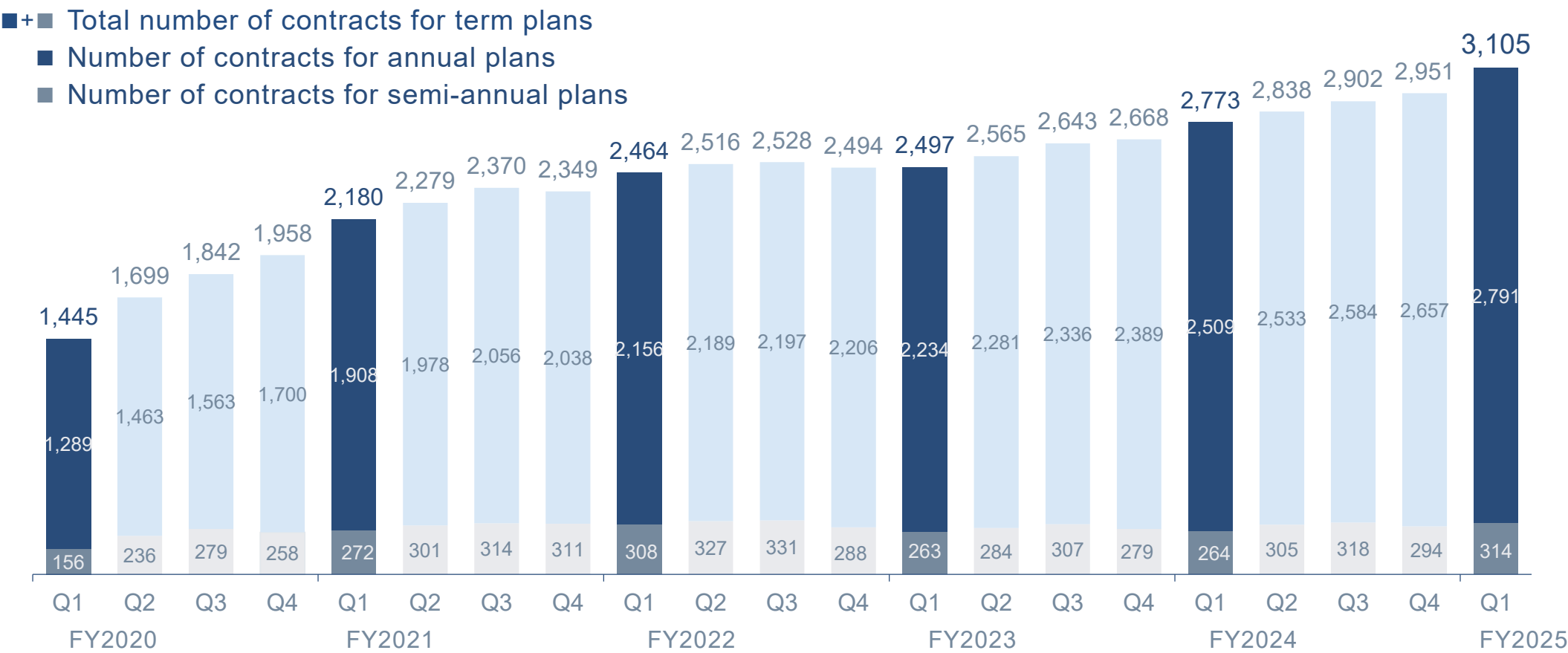
- Publicity releases reproduced in Yahoo! News, livedoor News, SmartNews, LINE NEWS, NewsPicks, antenna, etc., are omitted.
- Publicity releases reproduced from newspapers and magazines to their respective online editions are omitted.
- Publicity releases related to the Company's stock price are omitted.
- Figures include media that were published more than once.

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

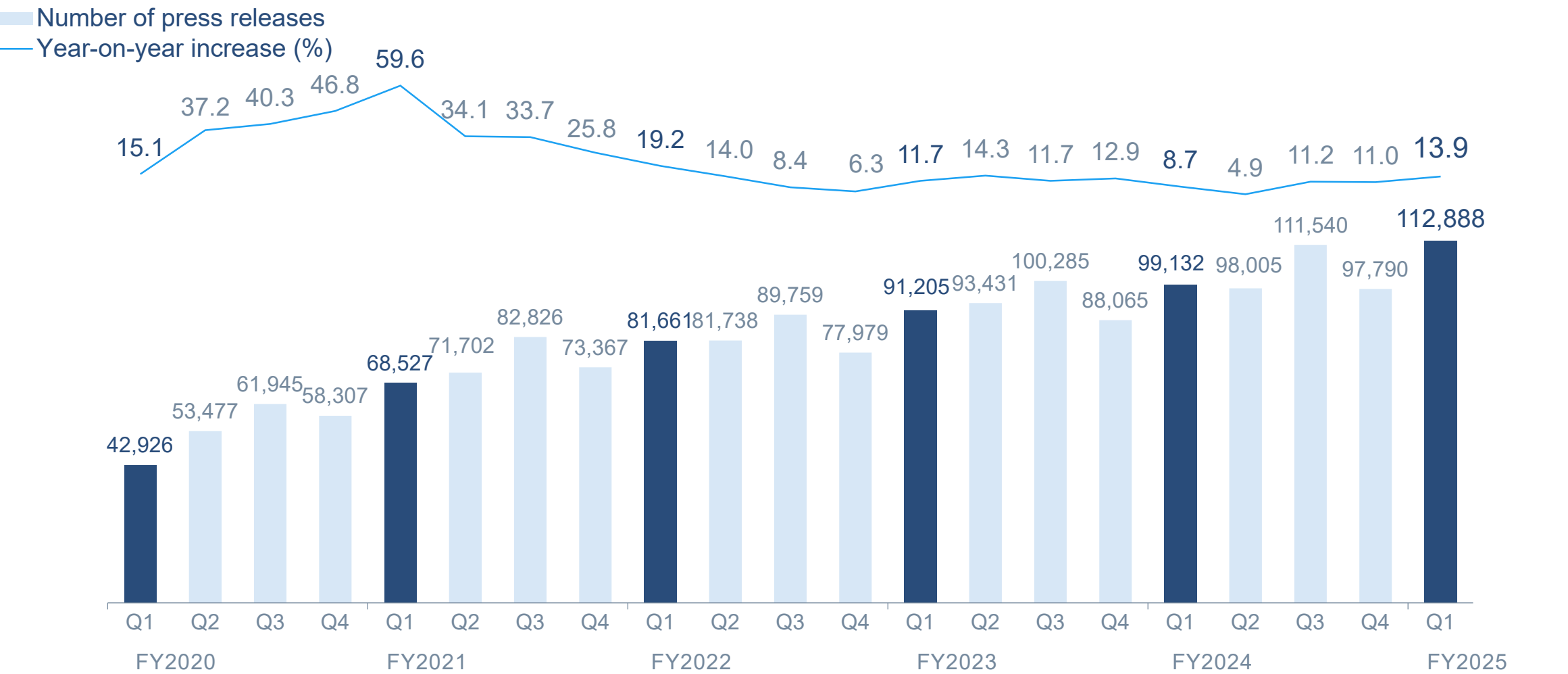
- The number of companies using PR TIMES reached 112,809 (up 14,861 companies year on year; up 4,204 companies quarter on quarter).
- 62.8% (2,549 out of 4,056) of all listed companies used PR TIMES.



- 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 single-month 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 3,105 (up 332 companies or 12.0% year on year), including 2,791 companies under annual plans (up 282 companies or 11.2% year on year) and 314 companies under semi-annual plans (up 50 companies or 18.9% year on year).



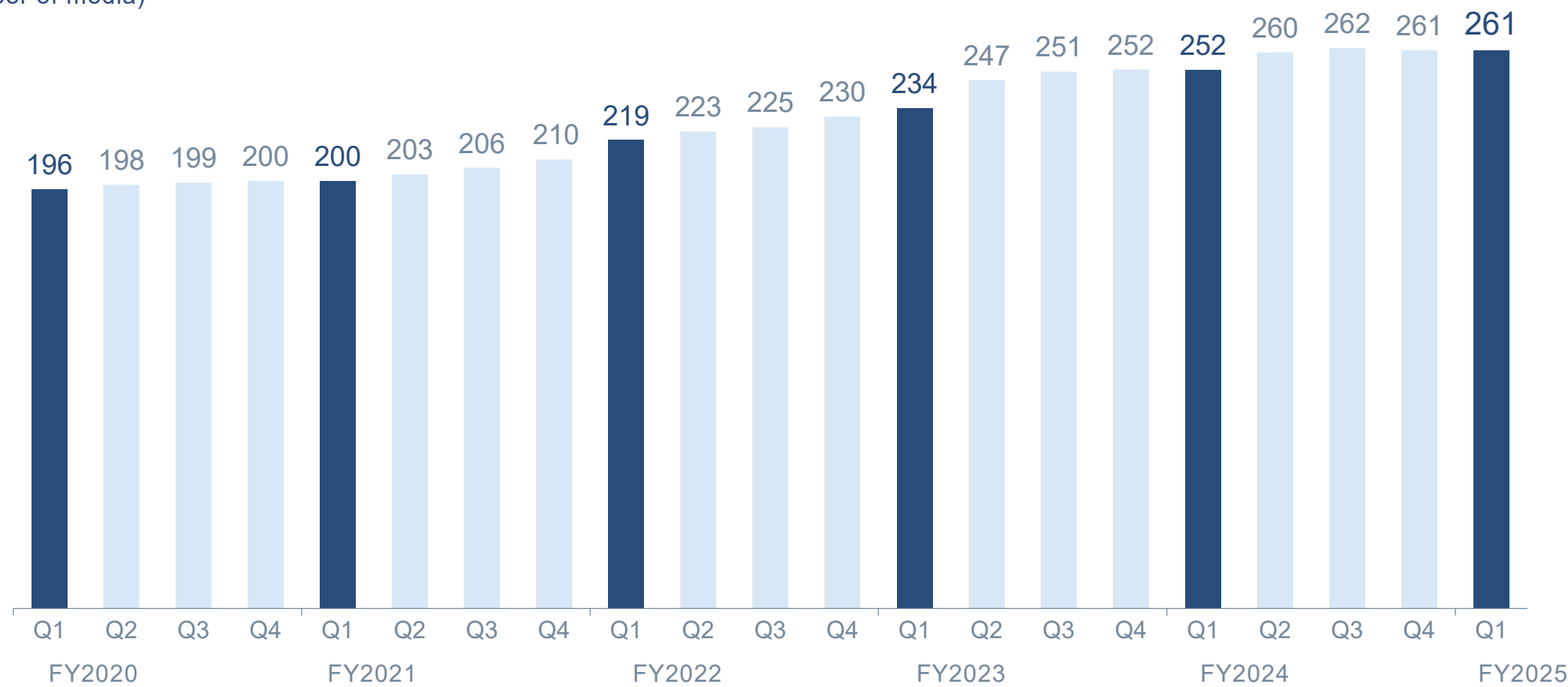
- The number of press releases reached a record high of 112,888 (up 13.9% year on year; up 15.4% quarter on quarter), with the growth rate holding steady in the 10% range.



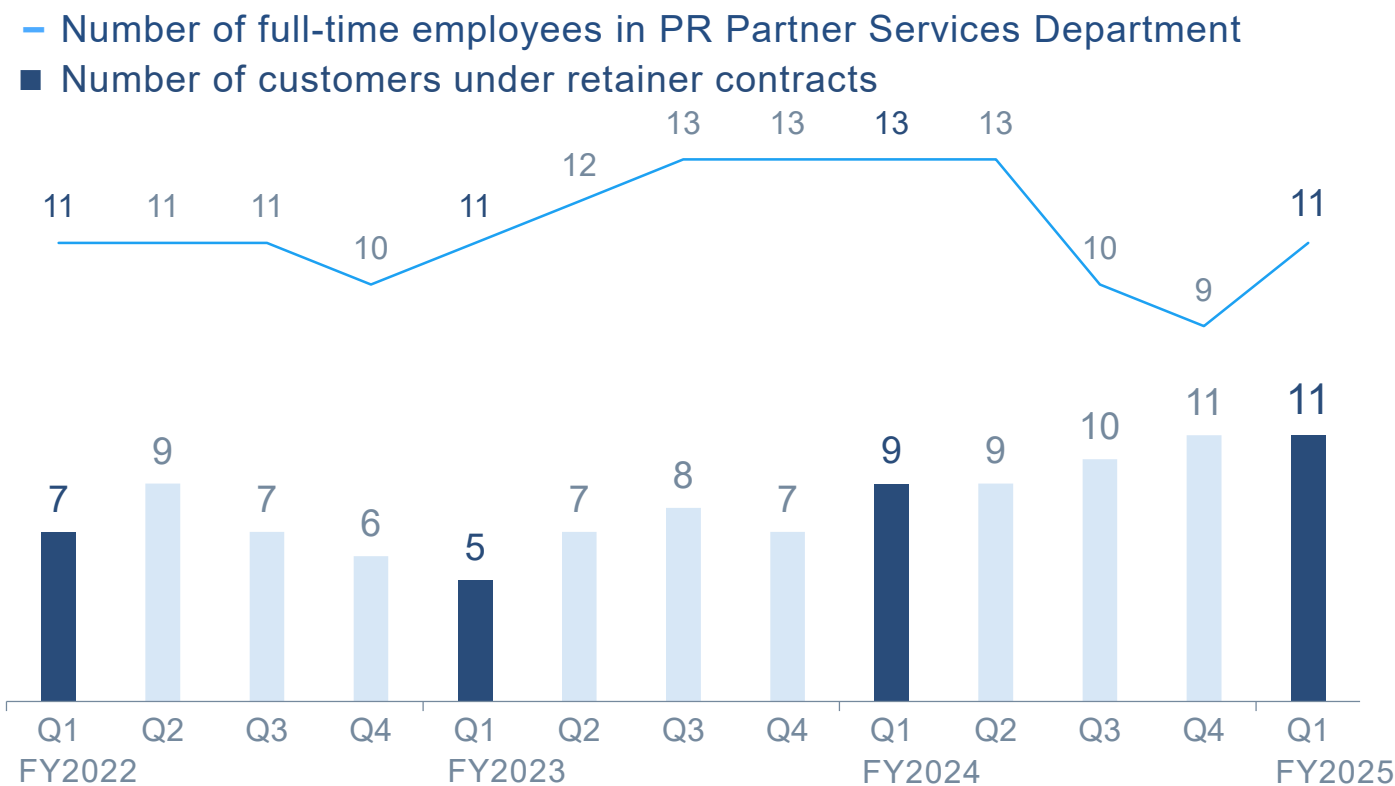
- The number of partner media was 261 (3 media added, 3 media decreased).



(Number of media)

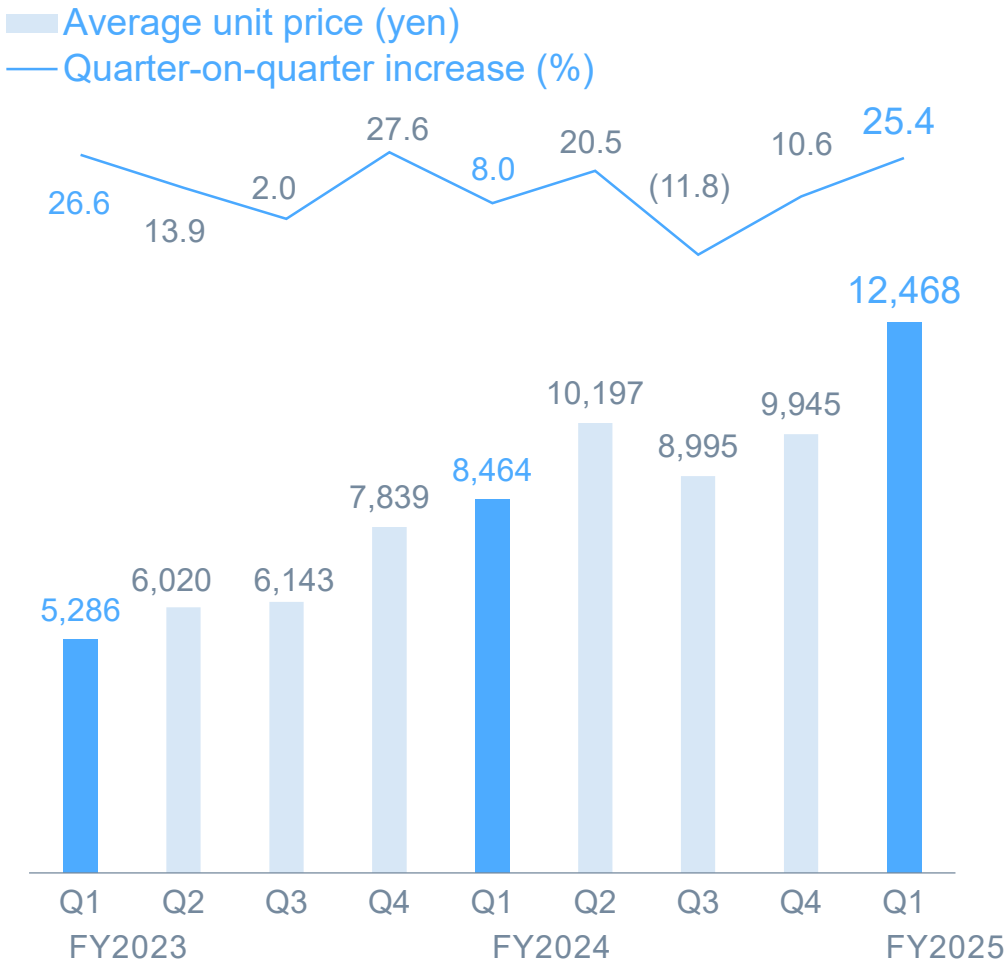
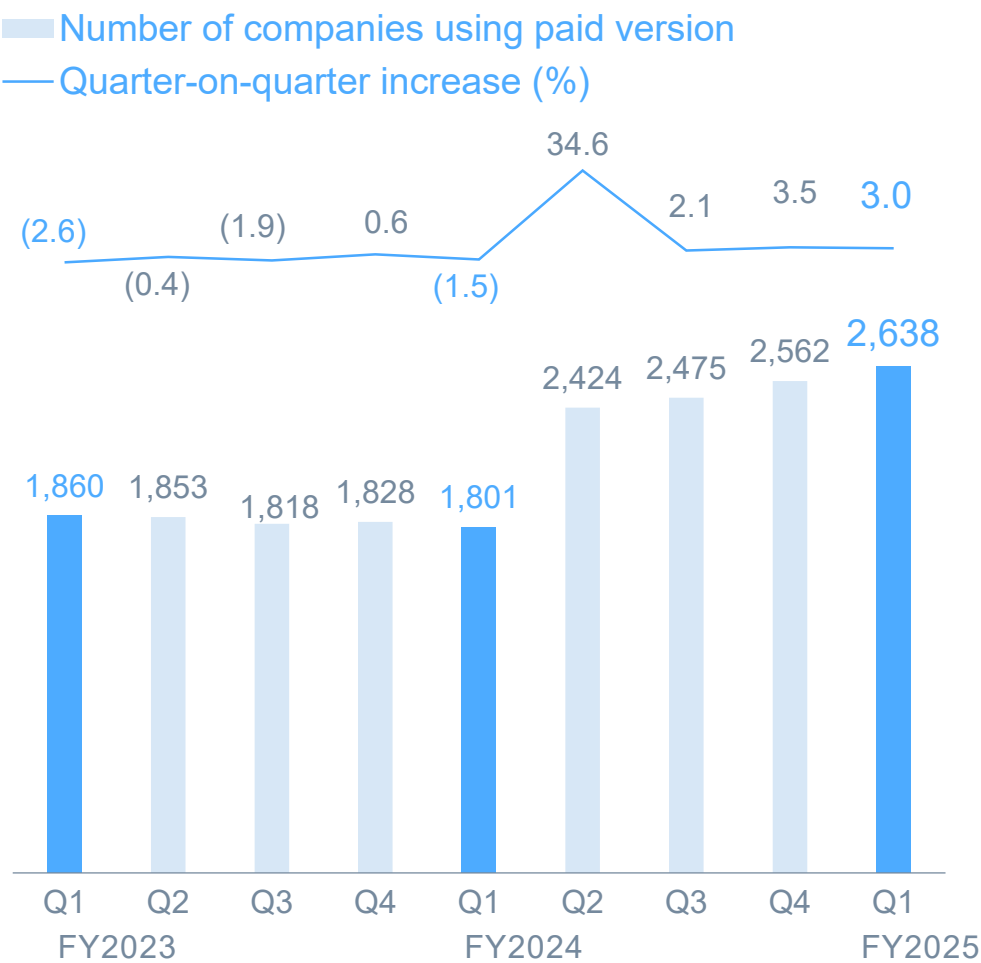


- PR partner services will be directly managed by the PR TIMES business unit to rebuild the service structure and organizations.
- Our focus is to create value for customers and society, establish service processes while making changes when necessary, and advance management talent capable of achieving 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.

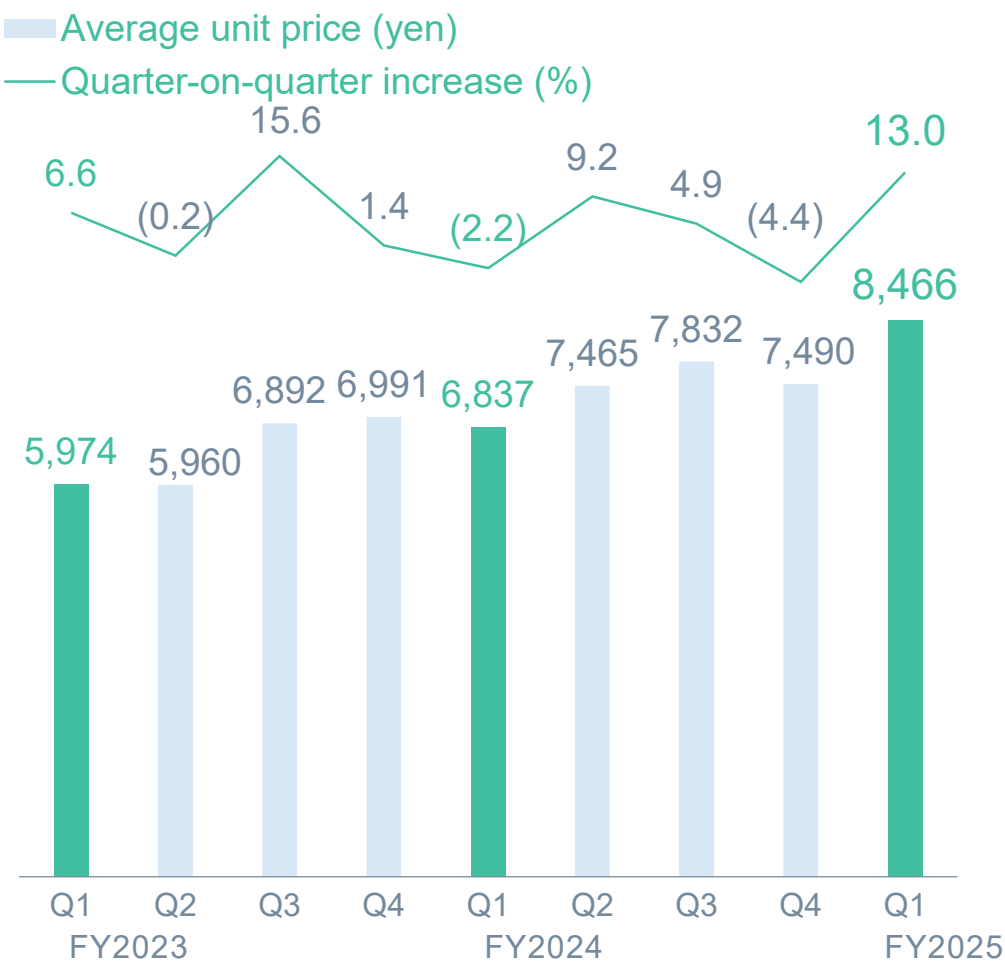
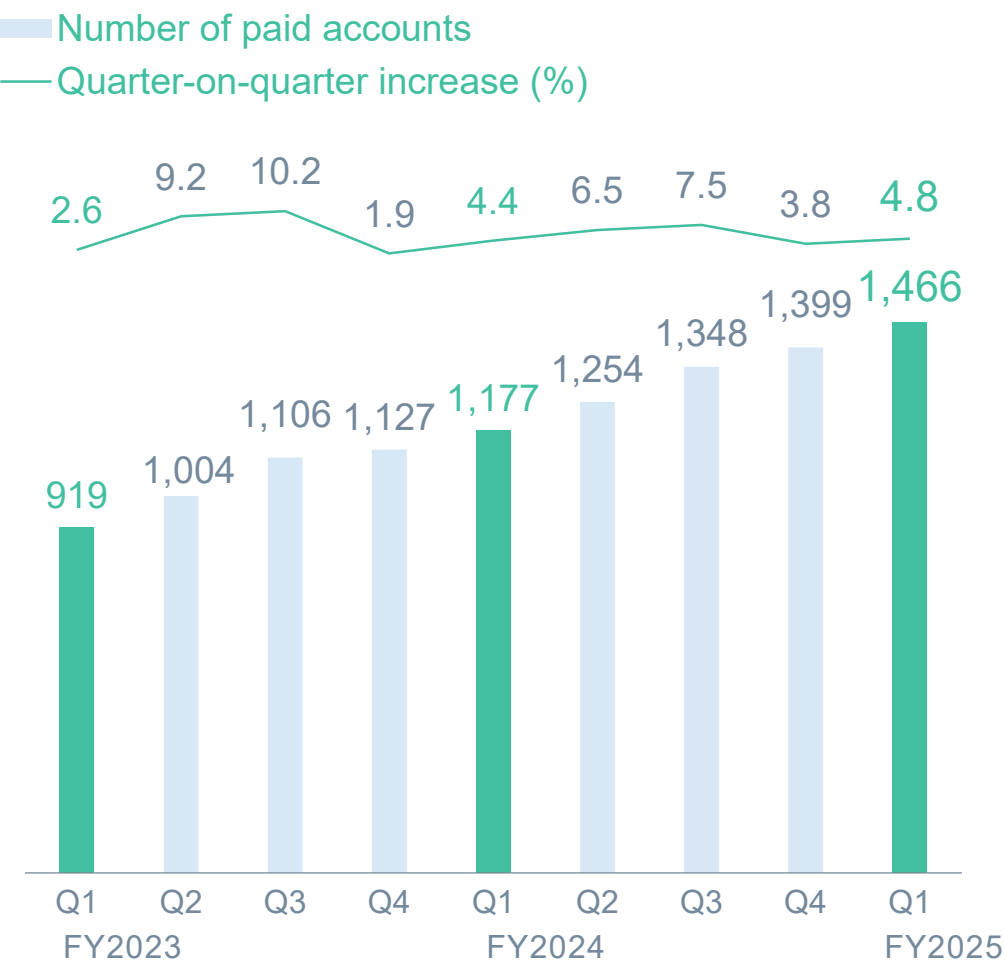


(*)The number of customers under retainer contracts is defined as the number of customers with contracts of at least ¥500,000 per month and in operation for the most recent six consecutive months.

- The number of companies using the paid version reached 2,638 (up 76 companies or 3.0% quarter on quarter), increasing for the fourth consecutive quarter, with no rebound after the significant 34.6% increase recorded in the previous fiscal year.
- The average unit price per company was ¥12,468 (up 25.4% quarter on quarter or 47.3% year on year), indicating a steady increase for the second consecutive quarter.



- The number of paid accounts increased for the 17th consecutive quarter to 1,466 (up 67 accounts or 4.8% quarter on quarter).
- The average unit price was ¥8,466 (up 13.0% quarter on quarter). Price revisions for the professional plan, coupled with increased adoption of the enterprise plan, resulted in a new record high since measurements began.



2025年度 株式会社PR TIMES

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Road to Milestone 2025, towards 2030



- On March 1, a sabbatical leave program was established, allowing full-time and contract employees with seven years or more of service to take 23 consecutive days of paid leave. As of July 14, four employees received the leave. The program aims for a virtuous cycle of refreshment and growth. It provides employees with complete flexibility in how they spend and report their leave, supporting a balance between work and life in the long term.
- During the leave period, a fixed bonus of ¥50,000 is provided to up to five pre-designated work substitutes. This will foster a culture of mutual support for taking well-deserved breaks in the entire team.

Eligible employees	FY2024:	10+ years of service
	FY2025:	9+ years
	FY2026:	8+ years
	FY2027 onward:	7+ years
Number of leave days	23 consecutive days (all counted as paid leave)	
Application deadline	At least 3 months before the start date Arranged to avoid periods when leave overlaps, such as during the summer and the year-end and New Year holidays	
Substitute arrangements	Applicants submit work and candidate plans. Then, the department head and HR review these plans to decide on work arrangements.	
Incentive	¥50,000 paid to a substitute (up to 5 people)	
Aim	Designed to sustain both work motivation and life enrichment through extraordinary experiences	



Sabbatical leave recipient (11 years of service)

Kazuhiro Yamada,
PR TIMES Product Group Manager

Having this period away from work allowed me to have a very rewarding time. (omitted)
Since I'm involved in operating a 24/365 press release distribution service, I am usually on standby for emergencies. During this leave, I could leave my PC behind and travel, which made my family happy. It was a refreshing period of time not just for me but for my family as well, creating valuable experiences for the future.

- Launched in 2021, the Shareholder Benefit Program offers PR TIMES customers’ products and services as benefits to shareholders. To expand the number of long-term shareholders, we decided to continue it in the 2026 Shareholder Benefit Program. Eligible shareholders are those holding a minimum of one unit (100 shares) under the same shareholder number in our shareholder register on the last day of August 2025 and the last day of February 2026.
- The 2025 program introduced new measures, including hands-on and support-oriented types of benefit gifts exclusive to PR TIMES shareholders, as well as ¥10,000-equivalent benefit gifts to shareholders for holding two units. This further improved the application rate to 93.7% (up 5.5 points year on year).

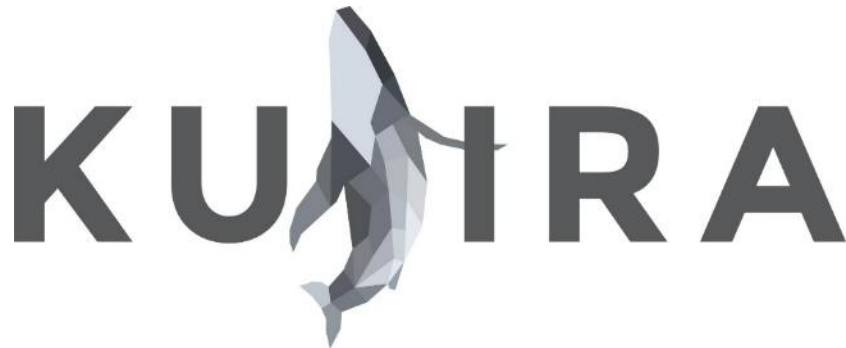
		2021	2022	2023	2024	2025
	Number of participating customer companies	167	35	58	87	84
(a)	Number of shareholders at the end of the period	5,443	4,883	5,546	6,879	9,669
(b)	Total number of eligible shareholders	4,644	3,000	3,689	5,299	7,303
(c)	Number of eligible shareholders for 1 unit	4,271	2,488	3,037	3,884	5,281
(d)	Number of shareholders applying for 1 unit	2,560	1,604	1,762	3,531	5,092
(e)	Number of eligible shareholders for 2 units	373	512	652	1,415	2,022
(f)	Number of shareholders applying for 2 units	225	335	406	1,146	1,752
(g)	Application rate of 1 unit (d/c)	59.9%	64.4%	58.0%	90.9%	96.4%
(h)	Application rate of 2 units (f/e)	60.3%	65.4%	62.2%	80.9%	86.6%
(i)	Total application rate (d+f)/b	59.9%	64.6%	58.7%	88.2%	93.7%

- From April 24 to 25, 2025, we identified an unauthorized access to the administrator interface, which may have compromised up to 901,603 personal records and 1,682 unpublished press releases. The intrusion pathway was blocked on April 25, with reports filed to the police and regulatory authorities and the incident announced on May 7. Services remained fully operational throughout, with no confirmed incidents of misuse to date.
- On June 26, we announced additional prevention measures that will be implemented in phases from August 2025 through March 2026.
- Among companies using PR TIMES, one terminated its contract, while four suspended usage.

Incident	Unauthorized access to and cyberattacks on the administrator interface were confirmed from April 24 to 25, 2025. Investigations revealed potential leaks of data in our possession, including important pre-release information.	
Timeline	Incident detection:	Investigation initiated on April 25 upon detecting suspicious files
	Initial response:	Suspicious files shutdown, intrusion pathways blocked, unnecessary accounts deleted, and all administrator passwords reset from April 25 to 28 Residual processes fully terminated by April 30
	Initial reporting:	Preliminary report submitted to the Personal Information Protection Commission and the Japan Institute for Promotion of Digital Economy and Community (JIPDEC) on May 2; consulted with the police regarding damages
	Initial public announcement:	Incident reported and publicized on May 7
	Secondary public announcement:	Additional countermeasures made available on June 26
Cause	Inadequate management of expanded IP whitelists and shared administrative accounts for remote work during COVID-19 pandemic enabled third-party intrusion into the administrator interface, where backdoors were installed.	
Background	Vulnerabilities not anticipated in the initial service design persisted amid business expansion and environmental changes.	
Prevention measures	Completed measures:	Restricted administrator interface IP access; disabled execution of unauthorized files; reset all administrator passwords; and deleted unnecessary accounts.
	Planned measures:	Aug-Oct: Two-factor authentication, Sept: IP restriction toggle feature, Oct: WAF configuration review, Nov: Strengthening of password complexity rules, Dec: Full migration to new administrator interface with 30-day data retention, Mar 2026: Enhancement of login notifications

Press releases: <https://prtimes.jp/main/html/rd/p/000001531.000000112.html> (in Japanese)
https://prtimes.jp/common/file/20250626_PRTIMES_UnauthorizedAccess_detail.pdf (in Japanese)

- We invested in and formed a business partnership with KUJIRA, a company operating renovation projects and the town-wide hotel, SEKAI HOTEL.
- SEKAI HOTEL brings shopping districts to a town-wide hotel experience. Using PR TIMES, SEKAI HOTEL and local shops will communicate the appeal and value of these districts as tourist destinations beyond regional boundaries.



SEKAI HOTEL

<https://www.sekaihotel.jp/en/>

A lodging project brand that operates a “town-wide hotel” model, dispersing accommodation facilities across shopping districts and entire communities, rather than concentrating them in a single building. Taking full advantage of existing local resources, SEKAI HOTEL delegates its hotel functions, such as restaurants and large communal baths, to local establishments—for example, cafes, diners, and bathhouses. This creates touchpoints with the local community and fosters natural interactions between tourists and residents.

Guest rooms are supplied by renovating vacant houses in the area. In this way, we contribute to solving the growing issue of vacant properties, while also helping cultivate civic pride among local residents by introducing tourism contexts to places previously not tourist destinations.

As of July 2025, KUJIRA operates SEKAI HOTEL Fuse in the Fuse area of Higashiosaka City, Osaka Prefecture, and SEKAI HOTEL Takaoka in Takaoka City, Toyama Prefecture. Both regions are gaining attention as regional revitalization models centered on community development and local activation.

KUJIRA Co Ltd.

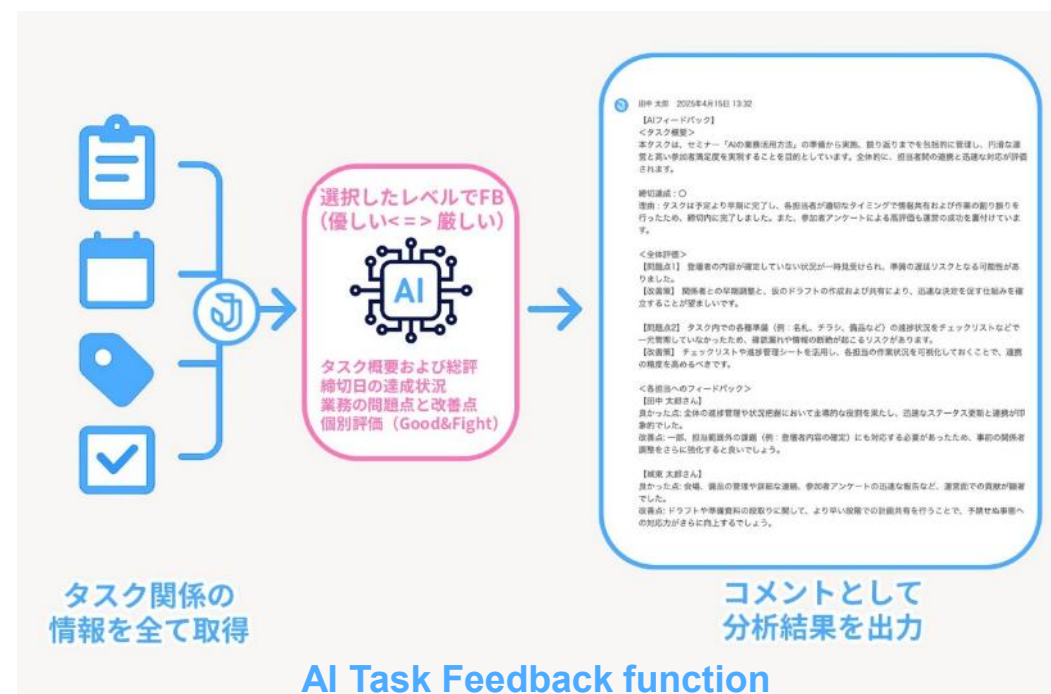
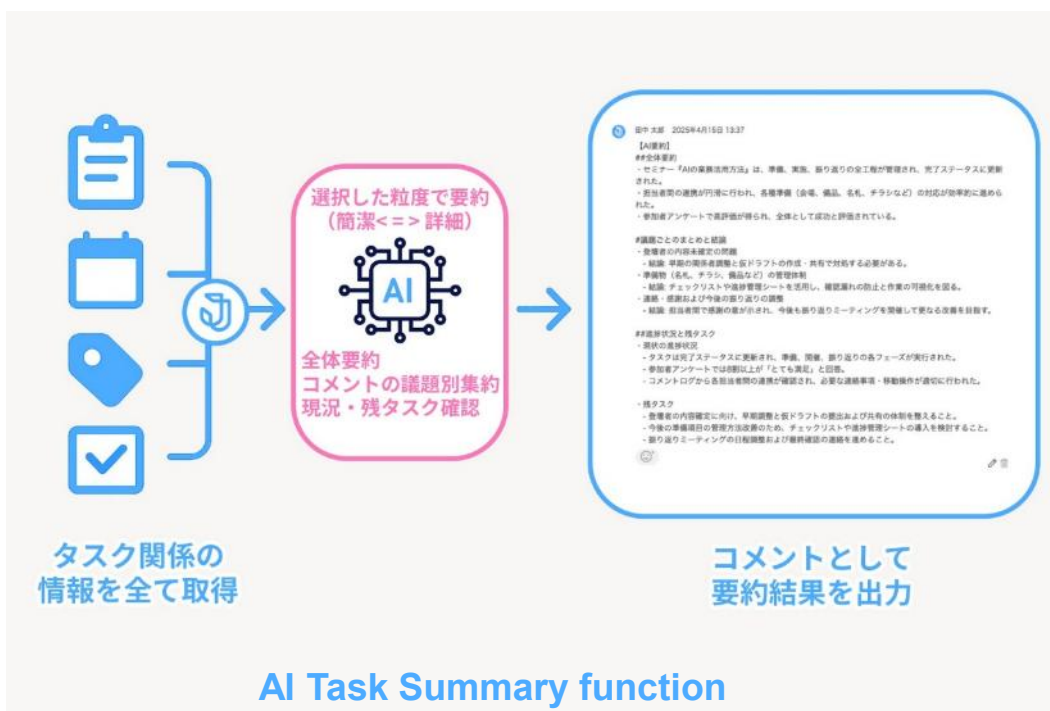
<https://kujira.ltd/> (in Japanese)

A design and construction company with the corporate mission of “Creating a ‘cool’ legacy that connects to the future,” aiming to generate new value in the real estate and renovation sectors.

- In April 2025, we partnered with City of Kumamoto, followed by City of Okayama and The Shin Nihonkai Shimbun Co., Ltd. in May, Central Federation of Societies of Commerce and Industry, and Kanakei LLC in June, as well as Saga Industrial Promotion Organization in July.
- We have expanded partnerships for regional information dissemination to a total of 95 entities, including partnerships with 43 regional financial institutions (35 banks and eight shinkin banks), 36 regional media companies, as well as public agencies and local governments (four prefectures, nine cities, and three agencies).



- Jooto adopts AI to analyze the progress and results of tasks managed on the platform and provides hints for better work in the future.
- The AI Task Summary function uses AI to analyze comments and progress records and automatically summarize work content and results. The summary's level of detail can be selected from five levels from “concise” to “detailed,” allowing for flexible use depending on the purpose.
- The AI Task Feedback function uses AI to analyze task progress, deadlines, communication volume, and more from a diverse range of perspectives, and then proposes success factors and areas for improvement. It can be specified from five levels from “gentle” to “strict,” enabling proposals tailored to individual characteristics.



- On July 7, 2025, the customer support tool Tayori won the Special Award, "Omotenashi Tech," at the Japan Institute of Information Technology (JIIT)'s "Best Customer Support of the Year 2025."
- Tayori was highly honored for viewing customer inquiries as a crucial touchpoint, continuously improving services with their own tools, and simultaneously realizing *omotenashi* hospitality and customer value creation, as well as business growth.

取り組み詳細

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FAQ・AIチャットボットを活用した
「質問」に対する「自己解決環境」の整備

■Tayori ヘルプセンター（FAQ機能で作成）



■ヘルプセンターと連携した
AIチャットボットを管理画面に設置



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お客様の声・行動を基にした改善

■お問い合わせ内容の分析



■ヘルプページのアクセス解析



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2025年度上期 スローガン

執念を燃やす

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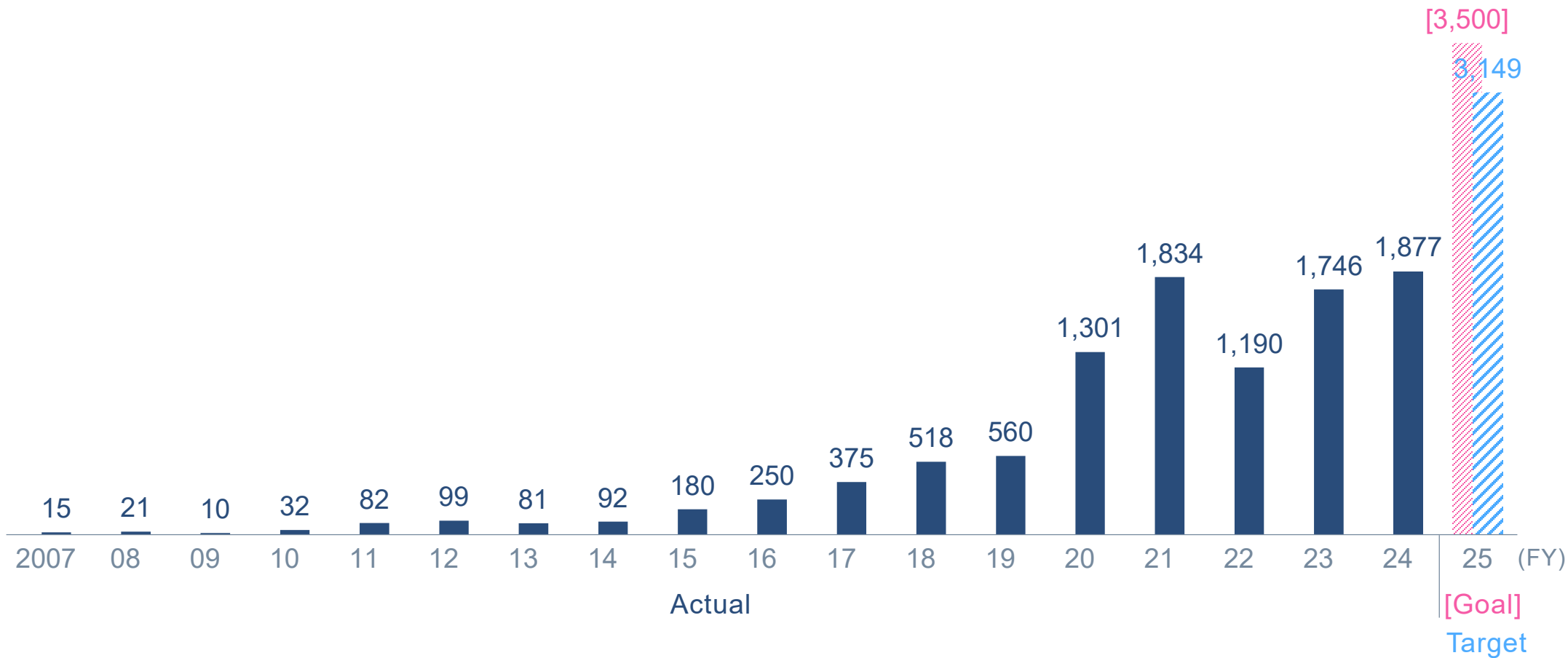
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Road to Milestone 2025, towards 2030

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- 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.

Changes in operating profit (Millions of yen)



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.