



# **Briefing Materials for the Financial Results of Third Quarter of Fiscal Year 2025**

PR TIMES Corporation  
(TSE Prime and NSE Premier | 3922)

January 13, 2026

Financial results for third quarter of FY2025

- Net sales and operating profit increased 21.1% and 72.0% year on year, respectively, reaching record highs.
- Quarterly operating profit achieved over ¥1.0 billion for the second consecutive quarter.
- The net sales growth rate exceeded 20% and the operating profit ratio also surpassed 40% for the second consecutive quarter.

Outlook for financial results

- The percentage of full-year forecasts progressed was 75.7% for net sales and 83.1% for operating profit, which is progressing smoothly.
- Both net sales and operating profit are expected to meet the full-year forecasts, after absorbing the increase in depreciation at the current head office and other related costs arising from the head office relocation scheduled for next fiscal year.

Services trends

- The number of PR TIMES press releases increased by 15.2% year on year, a new record high of 128,523 for the quarter.
- The number of companies using Jooto’s paid version was 2,524 (down 1.6% quarter on quarter), while the average unit price was ¥12,864 (down 1.3% quarter on quarter). The number of Tayori’s paid accounts was 1,548 (up 2.2% quarter on quarter), while the average unit price was ¥10,412 (up 5.2% quarter on quarter).

Road to Milestone 2025, towards 2030

- We expect to surpass the ¥3.5 billion operating profit targeted in Milestone 2025, its current medium-term management goals, anticipating reaching a 20-fold growth in operating profit within a decade of our listing.
- Towards FY2030, we plan to set even more ambitious goals. The two to three-year period starting from FY2026 is positioned as an investment phase, during which we will undertake proactive and front-loaded investments with a view to future growth, thereby driving bold growth over the medium to long term.

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## Financial Results for the Third Quarter of FY2025

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- We posted net sales of ¥2,533 million (121.1% year on year; 106.9% quarter on quarter) and operating profit of ¥1,098 million (172.0% year on year; 108.9% quarter on quarter).
- Quarterly operating profit continued to surpass ¥1.0 billion, following the second quarter.

(Millions of yen)	FY2024		FY2025			Year on Year	Quarter on Quarter
	Q3	Q4	Q1	Q2	Q3	(YoY)	(QoQ)
Net sales	2,093	2,018	2,305	2,369	2,533	121.1%	106.9%
Gross profit	1,765	1,667	1,940	1,995	2,147	121.6%	107.6%
[Gross profit ratio]	[84.4%]	[82.6%]	[84.2%]	[84.2%]	[84.7%]	—	—
SG&A expenses	1,127	1,386	1,056	986	1,048	93.0%	106.3%
EBITDA	693	416	949	1,093	1,185	170.9%	108.3%
Operating profit	638	280	883	1,008	1,098	172.0%	108.9%
[Operating profit ratio]	[30.5%]	[13.9%]	[38.3%]	[42.6%]	[43.3%]	—	—
Profit	373	110	572	699	750	201.0%	107.3%

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

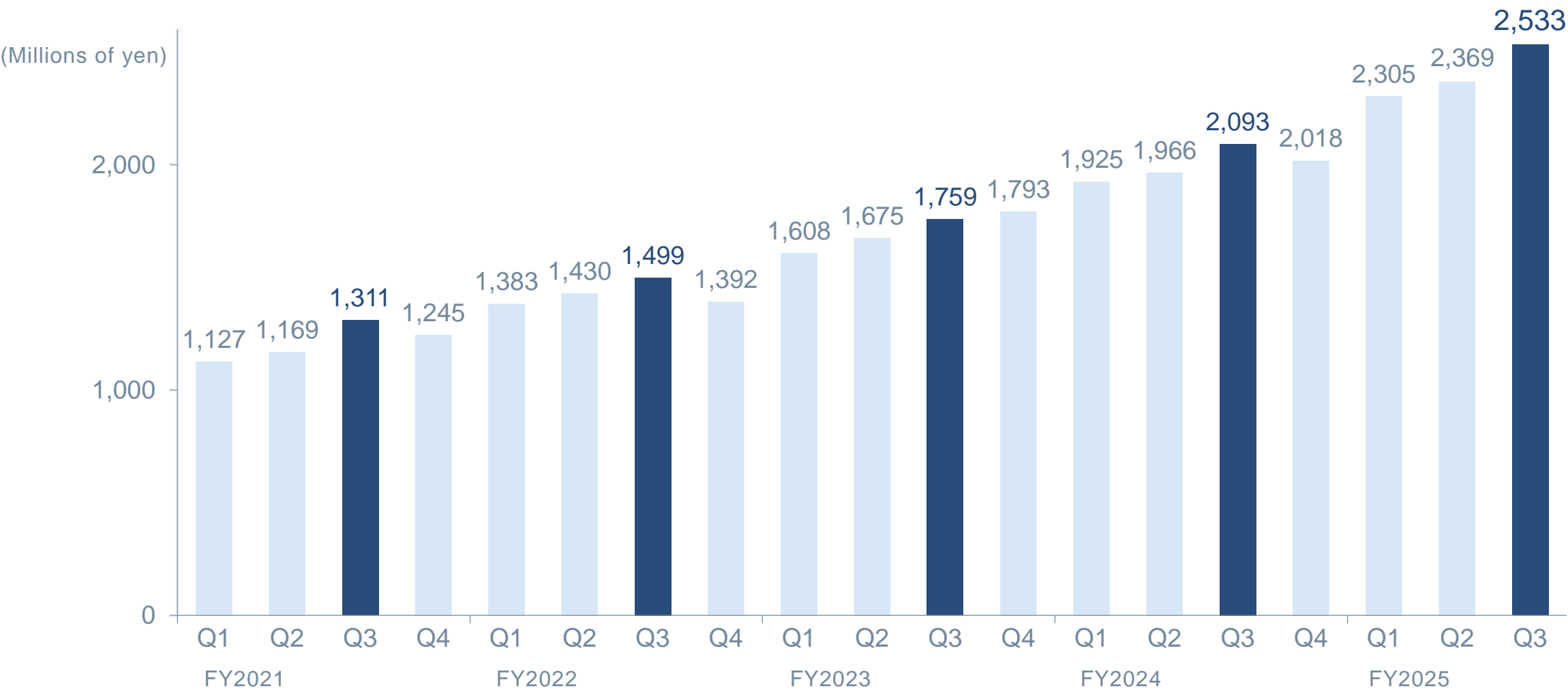
# Financial Results for the Cumulative Third Quarter of FY2025

- Both net sales and all profits progressed steadily against the full-year forecasts.

	FY2024	FY2025	Year on Year	FY2025	Percentage of
(Millions of yen)	Q3	Q3	(YoY)	full-year forecasts	full-year forecasts achieved
Net sales	5,985	7,208	120.4%	9,522	75.7%
Gross profit	5,054	6,082	120.3%	—	—
[Gross profit ratio]	[84.5%]	[84.4%]	—	—	—
SG&A expenses	3,457	3,092	89.4%	—	—
EBITDA	1,757	3,228	183.7%	3,973	81.3%
Operating profit	1,596	2,990	187.3%	3,600	83.1%
[Operating profit ratio]	[26.7%]	[41.5%]	—	[37.8%]	—
Profit	1,008	2,022	200.6%	2,410	83.9%

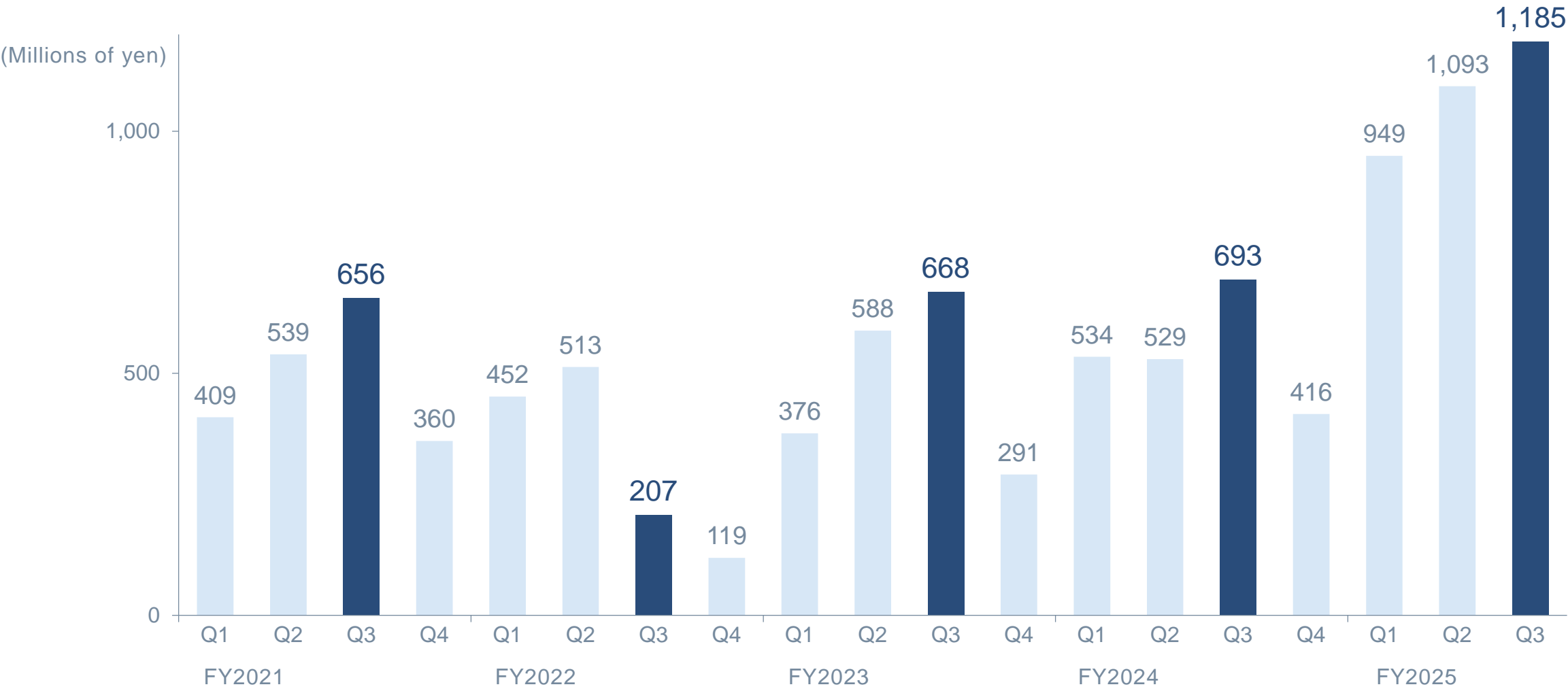
# Changes in Quarterly Net Sales

- Net sales reached a record high for the third consecutive quarter, indicating a continued growth trajectory.



# Changes in Quarterly EBITDA

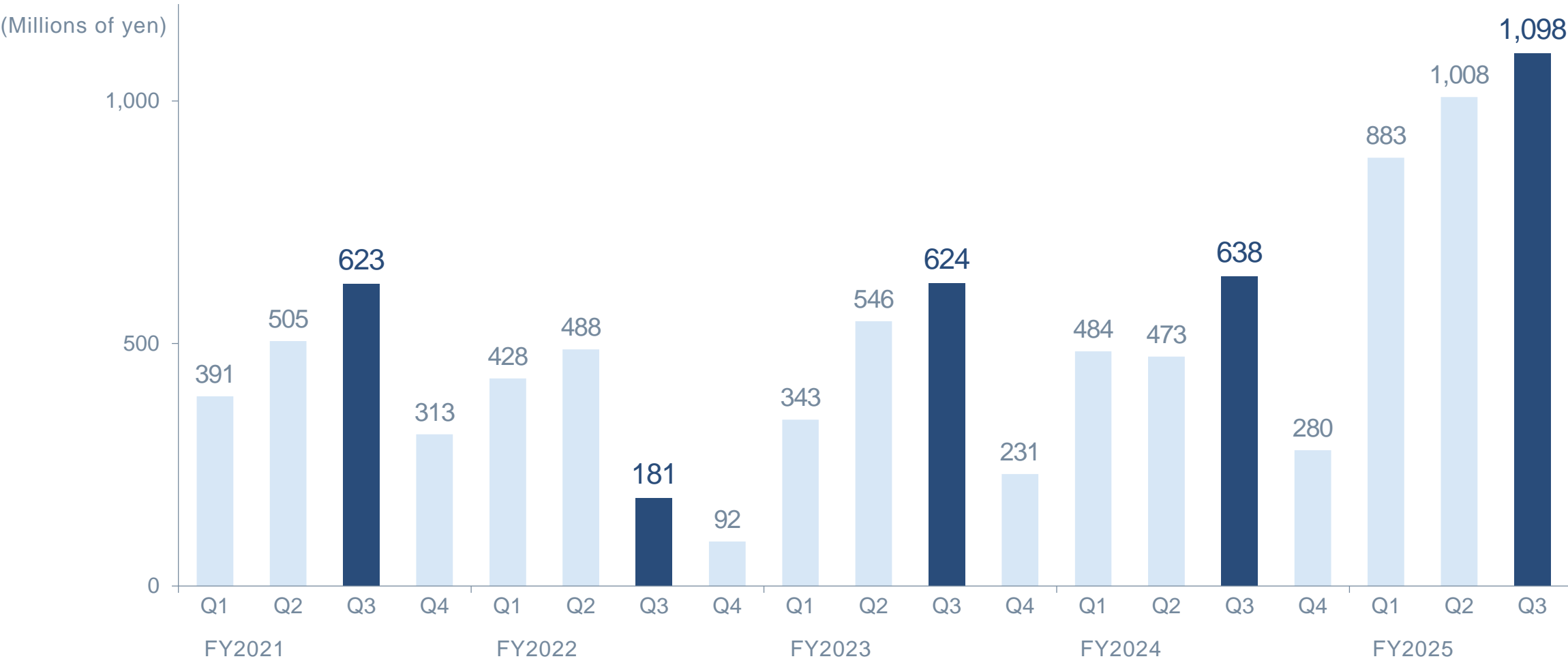
- EBITDA reached a record high for the third consecutive quarter.



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

# Changes in Quarterly Operating Profit

- Operating profit also reached a record high for the third consecutive quarter.





Breakdown and Ratios of Quarterly SG&A Expenses

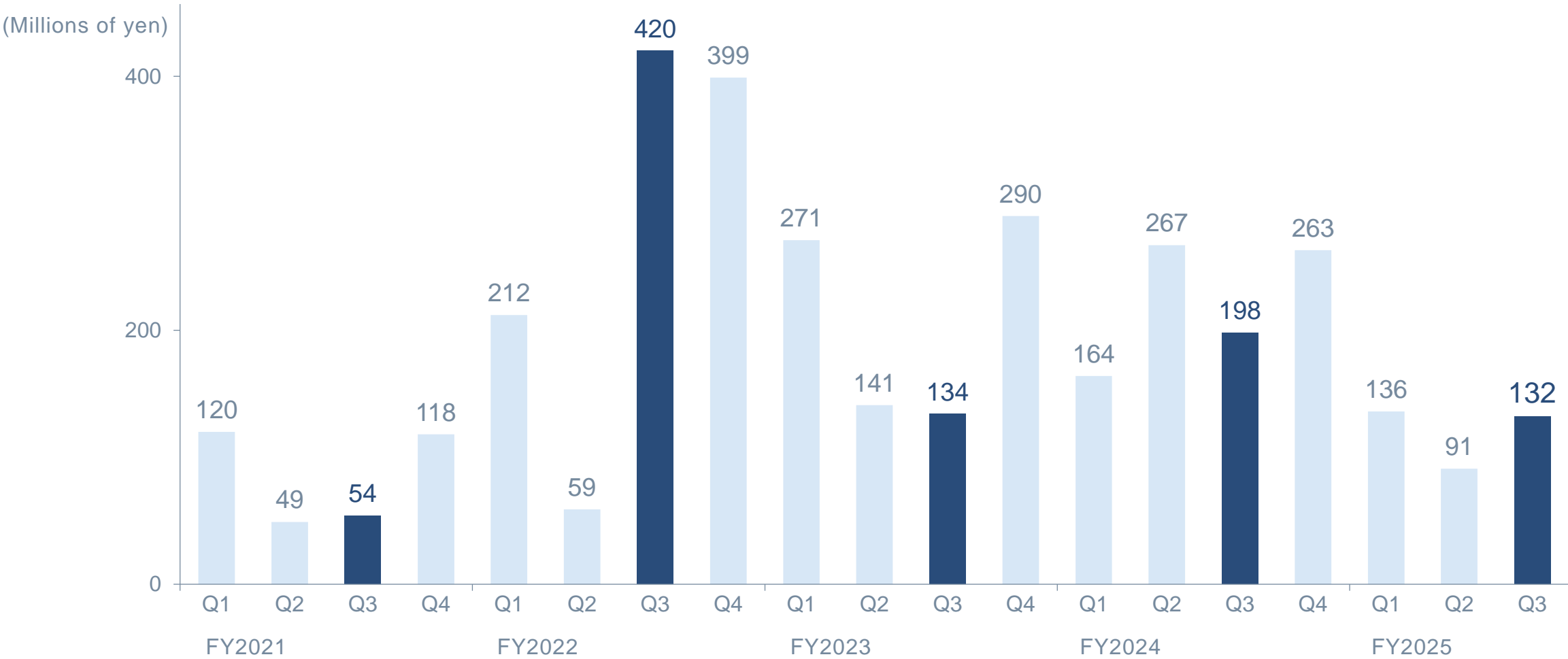
- S&M includes hosting events such as the Press Release Awards and PR TIMES College.
- R&D expenses temporarily declined due to the impact of in-house development, but are currently trending toward recovery.
- G&A has consistently remained below 10% of net sales.

(Millions of yen)	FY2024				FY2025					
	Q3		Q4		Q1		Q2		Q3	
	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	2,093	100.0%	2,018	100.0%	2,305	100.0%	2,369	100.0%	2,533	100.0%
Cost of sales	327	15.6%	351	17.4%	364	15.8%	373	15.8%	386	15.3%
S&M	712	34.0%	991	49.1%	726	31.5%	660	27.9%	714	28.2%
R&D	272	13.0%	216	10.7%	158	6.9%	171	7.3%	175	6.9%
G&A	143	6.8%	178	8.8%	171	7.5%	154	6.5%	159	6.3%
Operating profit	638	30.5%	280	13.9%	883	38.3%	1,008	42.6%	1,098	43.3%

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.

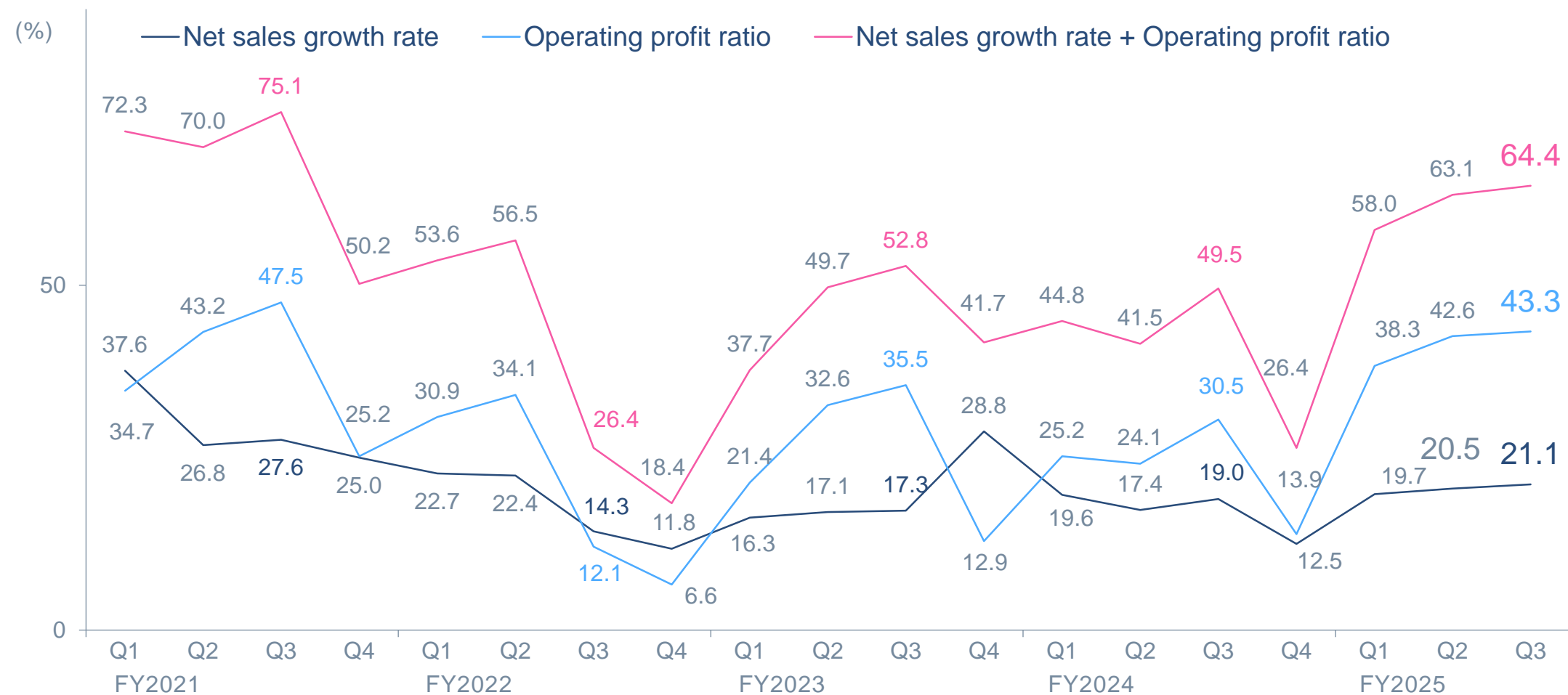
# Changes in Quarterly Advertising Expenses

- Advertising expenses totaled ¥132 million (down 33.5% year on year) and remained at a restrained level.



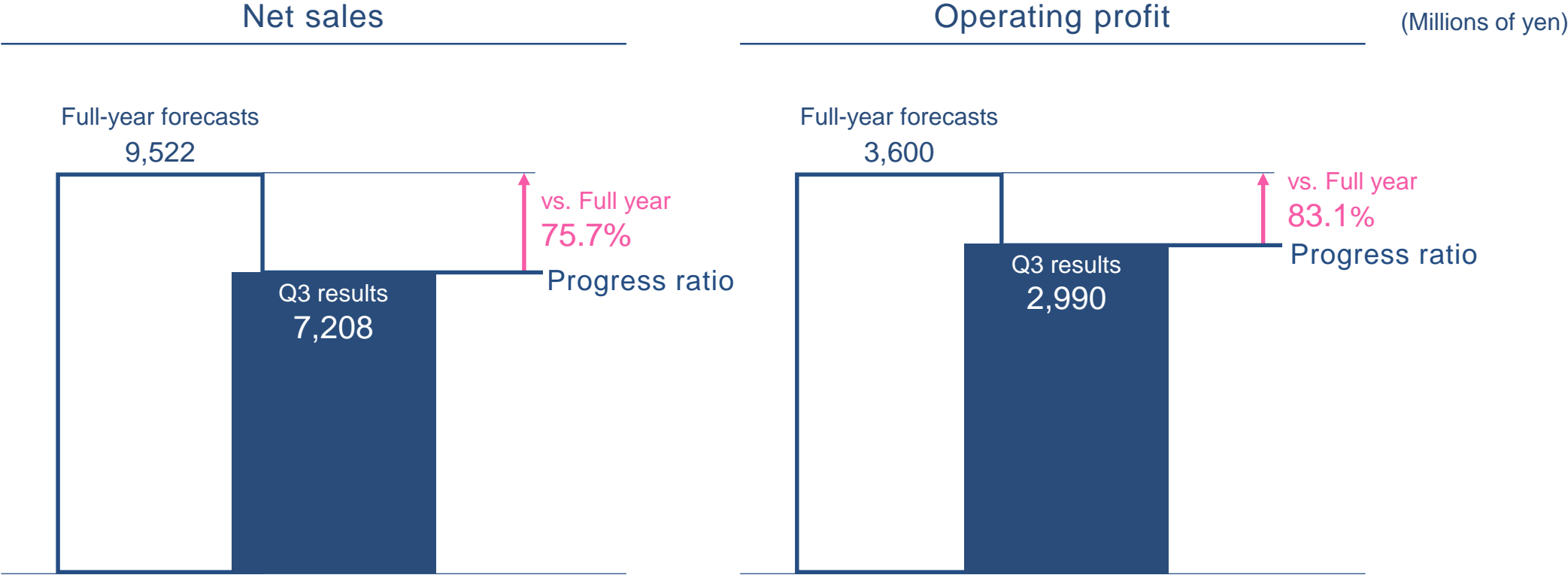
# Changes in Net Sales Growth Rate and Operating Profit Ratio

- Total of net sales growth rate and operating profit ratio reached a high level of 64.4%. The net sales growth rate exceeded 20%, and the operating profit ratio also surpassed 40%, both for the second consecutive quarter.
- Going forward, by driving aggressive yet disciplined investment, we will continue to pursue both sustainable growth and profit expansion.



# Progress of Financial Results Forecasts for FY2025

- Following the upward revision in October 2025, the percentage of full-year forecasts progressed was 75.7% (74.8% in the same period of the previous fiscal year) for net sales and 83.1% (85.1% in the same period of the previous fiscal year) for operating profit.
- Both net sales and operating profit remained steady. We are making steady progress toward achieving the upwardly revised full-year forecasts.



- Cash and deposits balance accumulated to ¥7.3 billion, a 47.6% year-on-year increase, driven by operating activities.
- ROE stood at 27.6% and ROA at 23.2%, both reaching high levels of performance.

(Millions of yen)	As of November 30, 2024	As of August 31, 2025	As of November 30, 2025	Year on Year	Quarter on Quarter
Current assets	6,025	8,185	8,557	142.0%	104.5%
Of which, cash and deposits	5,009	7,016	7,395	147.6%	105.4%
Non-current assets	1,806	1,598	1,993	110.4%	124.7%
Of which, goodwill	208	80	72	34.6%	90.3%
Total assets	7,831	9,784	10,551	134.7%	107.8%
Current liabilities	1,117	1,668	1,670	149.4%	100.1%
Of which, contract liabilities	284	397	362	127.1%	91.2%
Non-current liabilities	2	1	0	44.6%	85.5%
Net assets	6,711	8,115	8,879	132.3%	109.4%
ROA	16.2%	20.2%	23.2%	—	—
ROE	19.2%	24.5%	27.6%	—	—

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

PR TIMES  
カレッジ  
vol.10

第一部講演

“復活・共感・熱狂”を生む商品のPR術



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<https://prtimes.jp>

Companies

- Number of companies using PR TIMES 121,105
- Percentage of listed companies in Japan using PR TIMES 64.6% (2,610 out of 4,040 companies)
- Number of press releases 46,645 per month (Oct. 2025)

Media

- Delivery media list 10,932 media
- Number of media users 28,952 persons
- Number of partner media 268 media

Consumers

- Number of site views 89.84 million page views per month (Aug. 2023)
- Social media accounts
  - Facebook 128,163
  - X (formerly Twitter): 501,231
- Number of individual users 261,108 persons

\*As of November 30, 2025

# Publicity Achievements (Q3 FY2025)

- The number of publicity for the third quarter of FY2025 reached 90 releases across 72 media (72.6% of that in the same period of the previous fiscal year).
- One of the values we offer is publicity, and our publicity achievements demonstrate it.



TV

3 releases across 3 media

石川テレビ「石川テレビニュース」「能登人を訪ねて」 |  
大垣ケーブルテレビ「デイリーUP Plus」



Radio

1 release across 1 medium

FMとうみ「はれラジ」



Magazines

13 releases across 11 media

近代食堂 | 月刊ぎふとPREMIUM | 月刊食堂 | 月刊総務 | CALL CENTER JAPAN | CS MEDIA2025 秋 | 大豆油糧日報 | ダイヤモンドZai | 日刊速報水産タイムス | 日経マネー | 米麦日報



Newspapers 42 releases across 30 media

岩手日報 | 岐阜新聞 | 神戸新聞 | 埼玉新聞 | The Bunka News | 産経新聞 | 信濃毎日新聞 | 上毛新聞 | 食品産業新聞 | 食品新聞 | 新聞之新聞 | 新聞報 | 水産タイムス | 総合報道 | 中日新聞(岐阜版) | 中日BIZナビ | 中部経済新聞 | 通販新聞 | 富山新聞 | にいがた経済新聞 | 日刊水産経済新聞 | 日本経済新聞 | 日本証券新聞 | フードウィークリー | 福島民報 | 文化通信デジタル | 北陸中日新聞 | 北國新聞 | みなと新聞 | 旅行新聞



Web

31 releases across 28 media

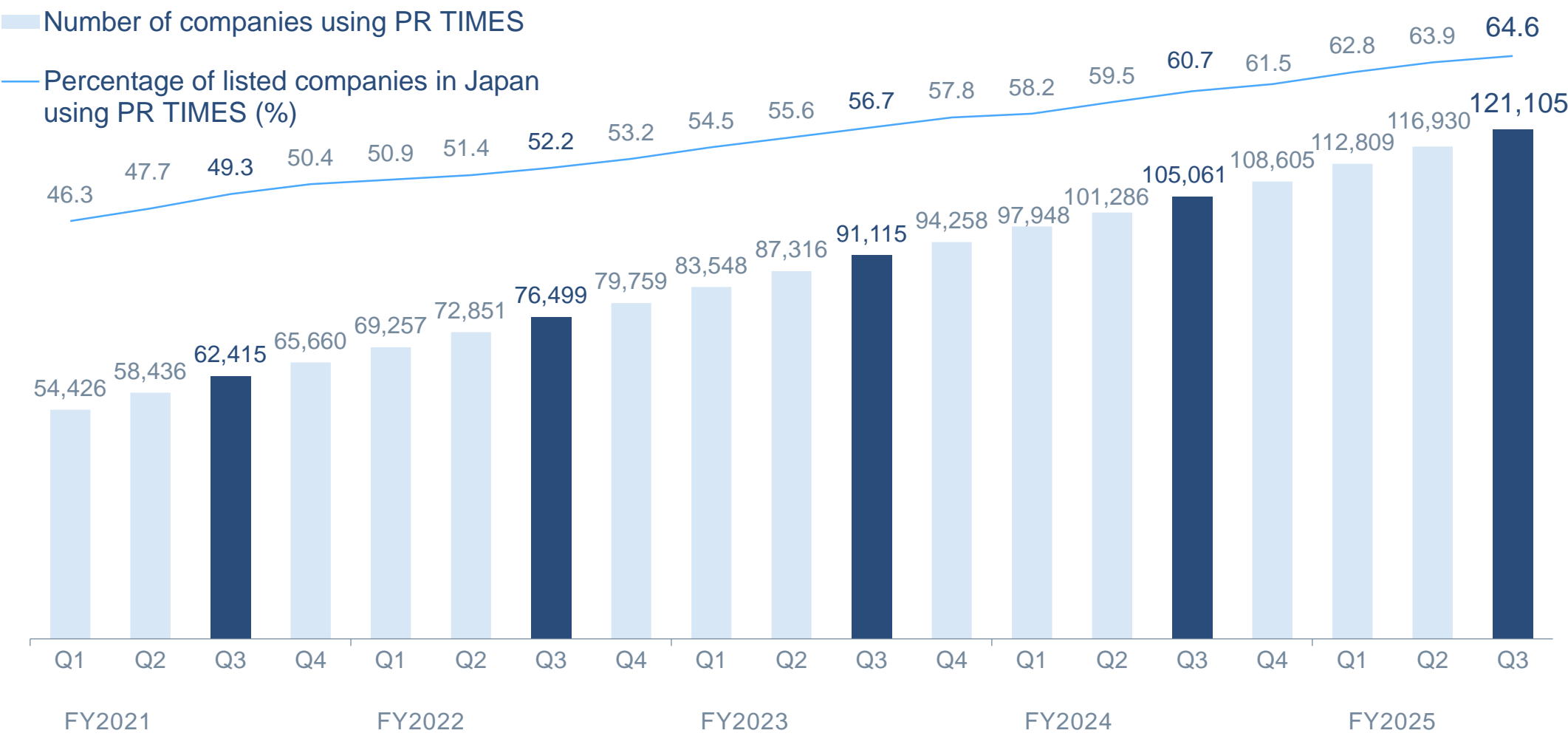
AdverTimes.(アドタイ) | &Fans | かがわ経済ニュース | 川口マガジン | クラフトバンク総研 | 月刊総務オンライン | コールセンタージャパン | ドットコム | コマースピック | サツイベ | シンニチ保険Web | STRAIGHT PRESS | Speeda | 創業手帳 | 中京テレビNEWS NNN | DXマガジン | 展示会ドットコム | ネットショップ担当者フォーラム | ビジネス+IT | ProductZine | VOIX biz | VOIX life | HOLG | MarkeZine | マイナビウーマン | まいぷれ草加 | マガジンサミット | MINKABU PRESS

- 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.

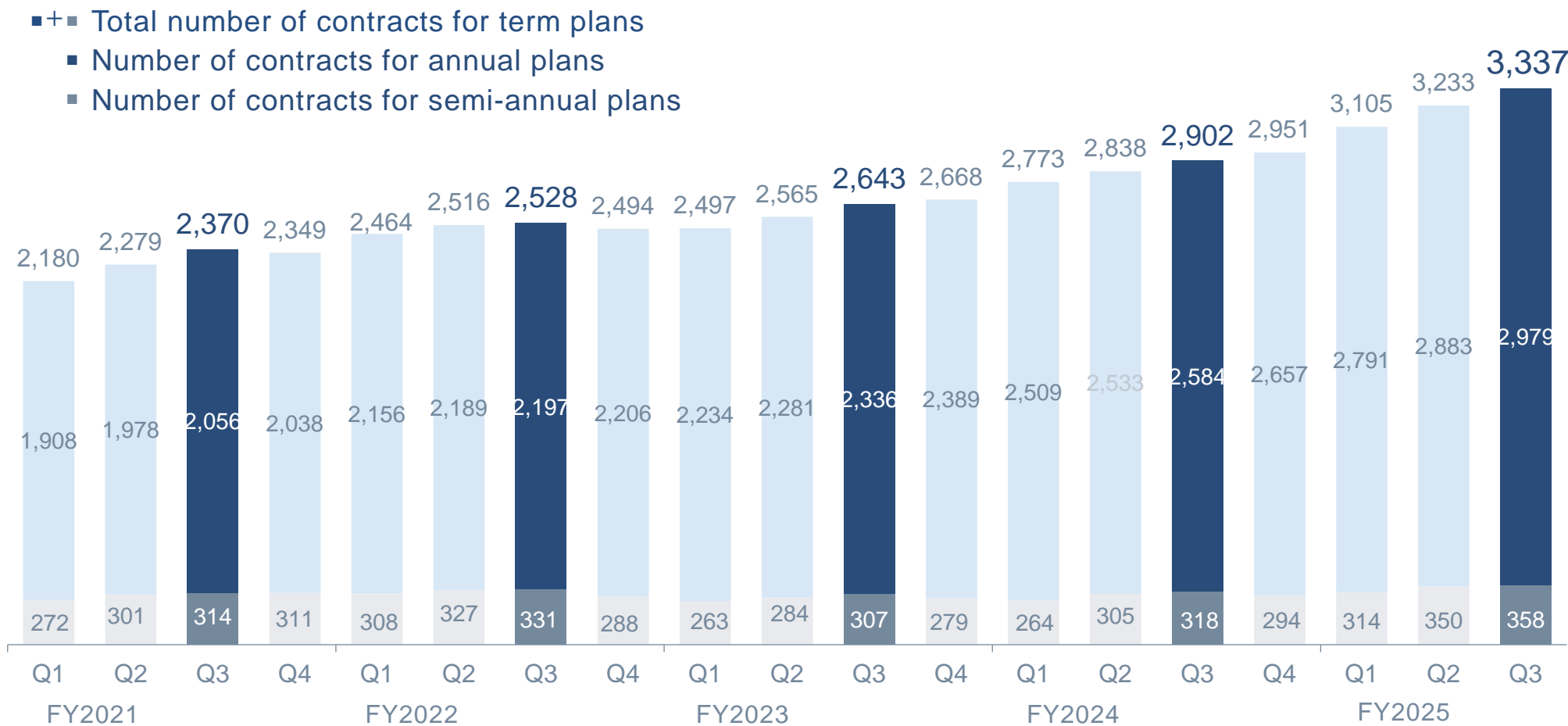
(September 2025 to November 2025; media names listed in Japanese alphabetical order)



- The number of companies using PR TIMES reached 121,105 (up 16,044 companies year on year; up 4,175 companies quarter on quarter).
- 64.6% (2,610 out of 4,040) of all listed companies used PR TIMES.

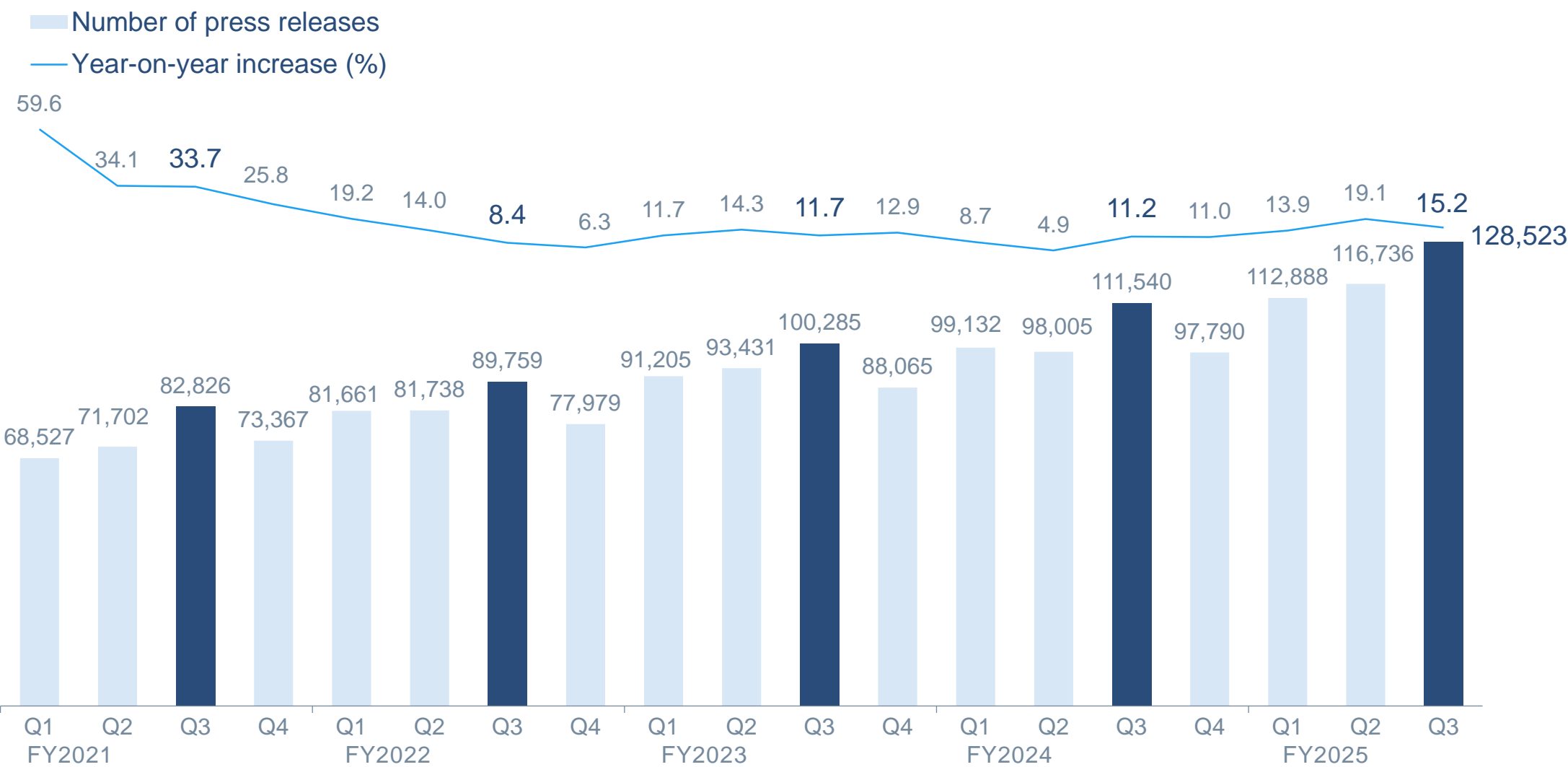


- The total number of contracts for term plans is 3,337 (up 435 companies or 15.0% year on year), including 2,979 companies under annual plans (up 395 companies or 15.3% year on year) and 358 companies under semi-annual plans (up 40 companies or 12.6% year on year).



Note: PR TIMES offers a pay-as-you-go plan at ¥30,000 per use, as well as fixed-rate plan options (¥80,000 per month, ¥75,000 per month for a semi-annual contract, and ¥70,000 per month for an annual contract). Figures present annual and semi-annual contracts and their total.

- The number of press releases was 128,523 (up 15.2% year on year; up 10.1% quarter on quarter), reaching a record high. The year-on-year increase surpassed 15% for the second consecutive quarter.



- The number of partner media was 268 (6 media added, 2 media decreased).


**livedoor** *News*

**07NEWS** **NNN**

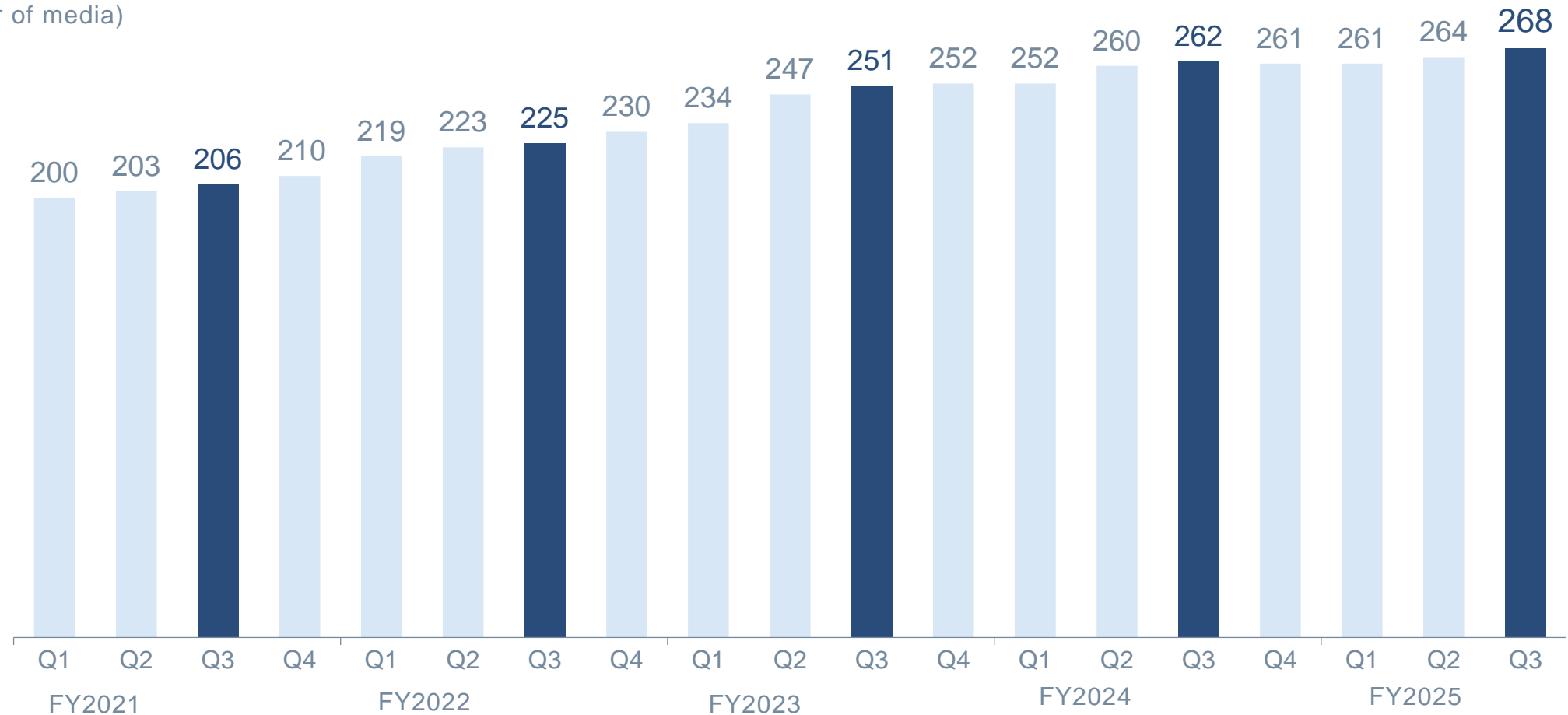
**GISEle**

**WEB** ゆうゆう *time*

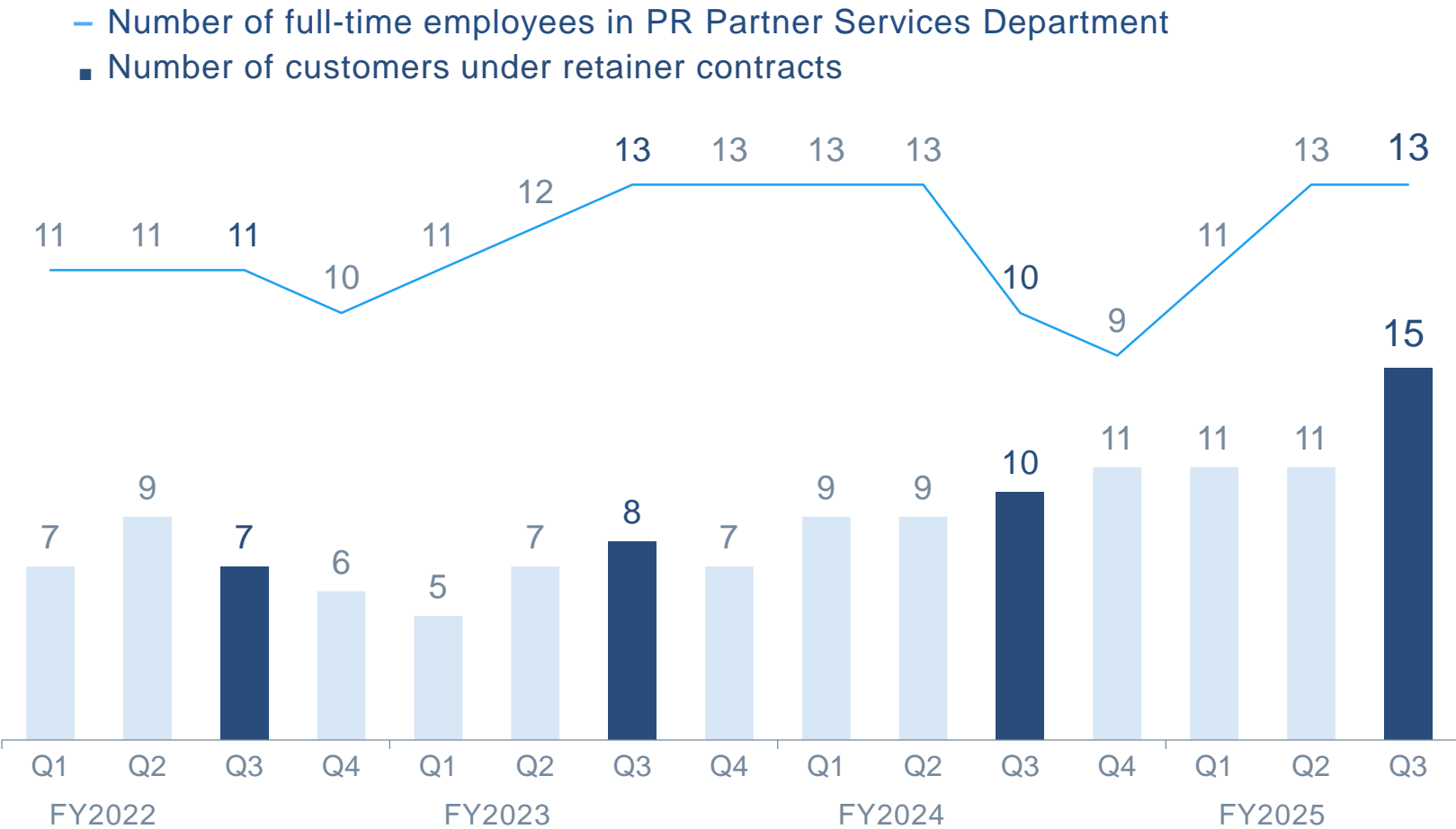
**OTONA SALONE**  
オトナサロ－ネ

 河北新報社

(Number of media)

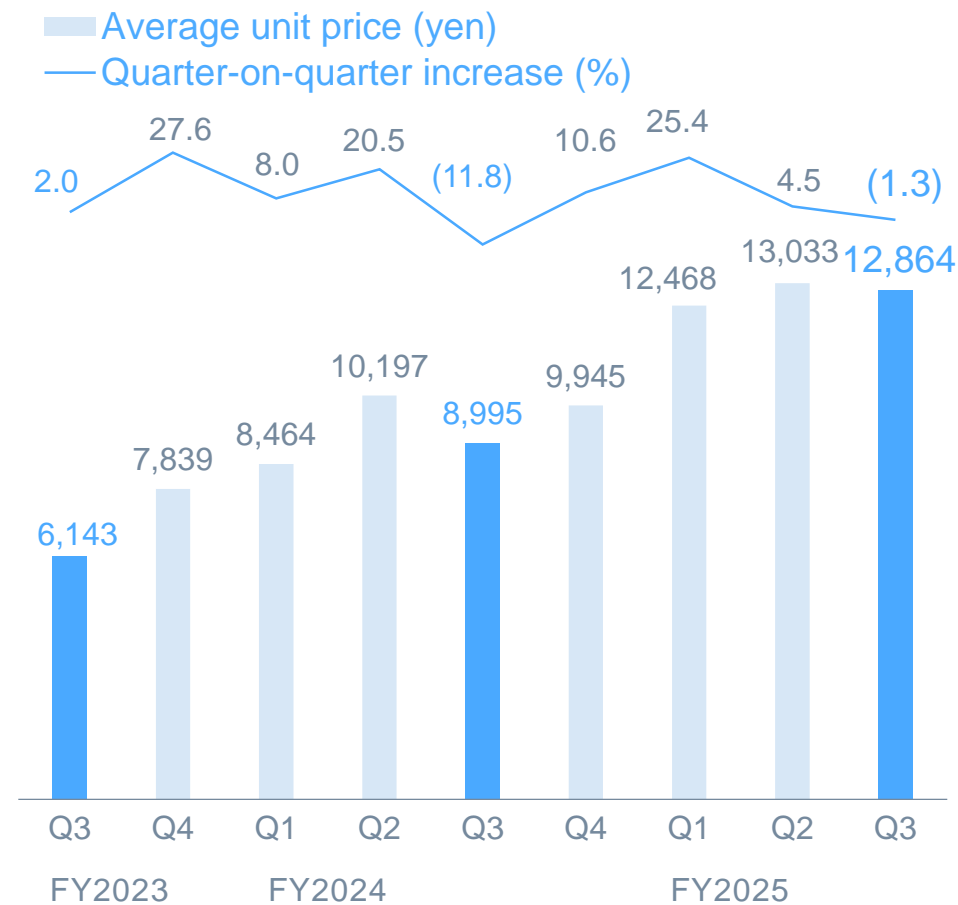
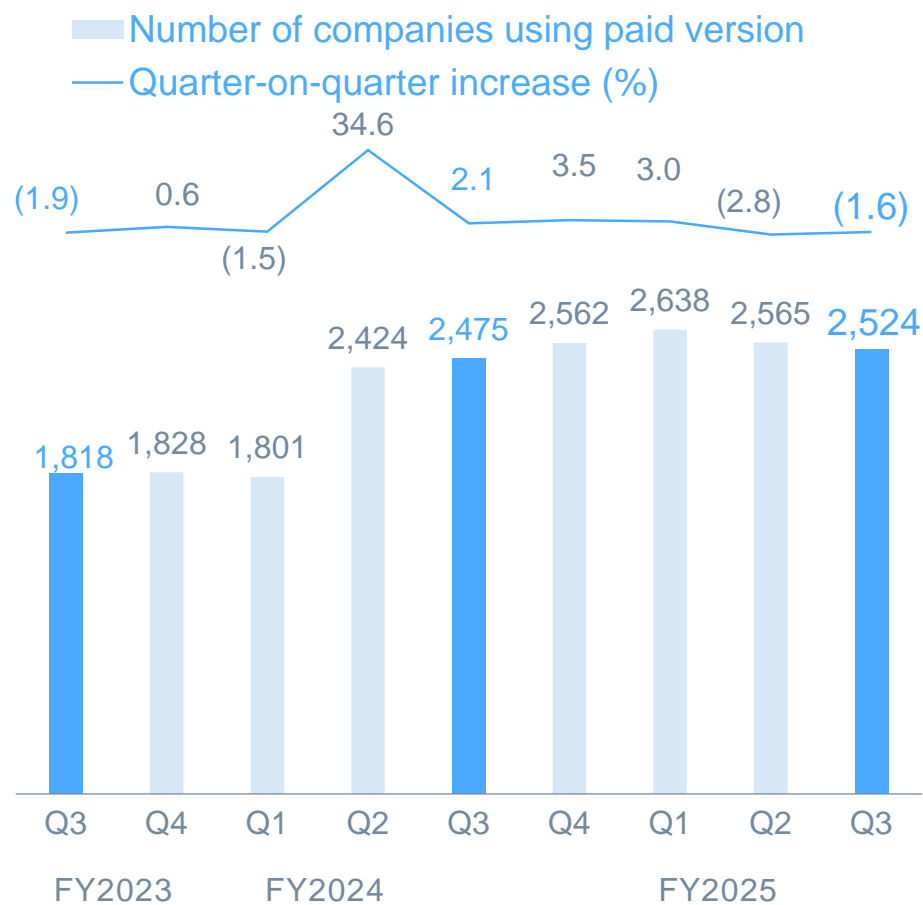


- The number of customers under retainer contracts rose by four in the third quarter, and net sales increased by 84.8% year on year.

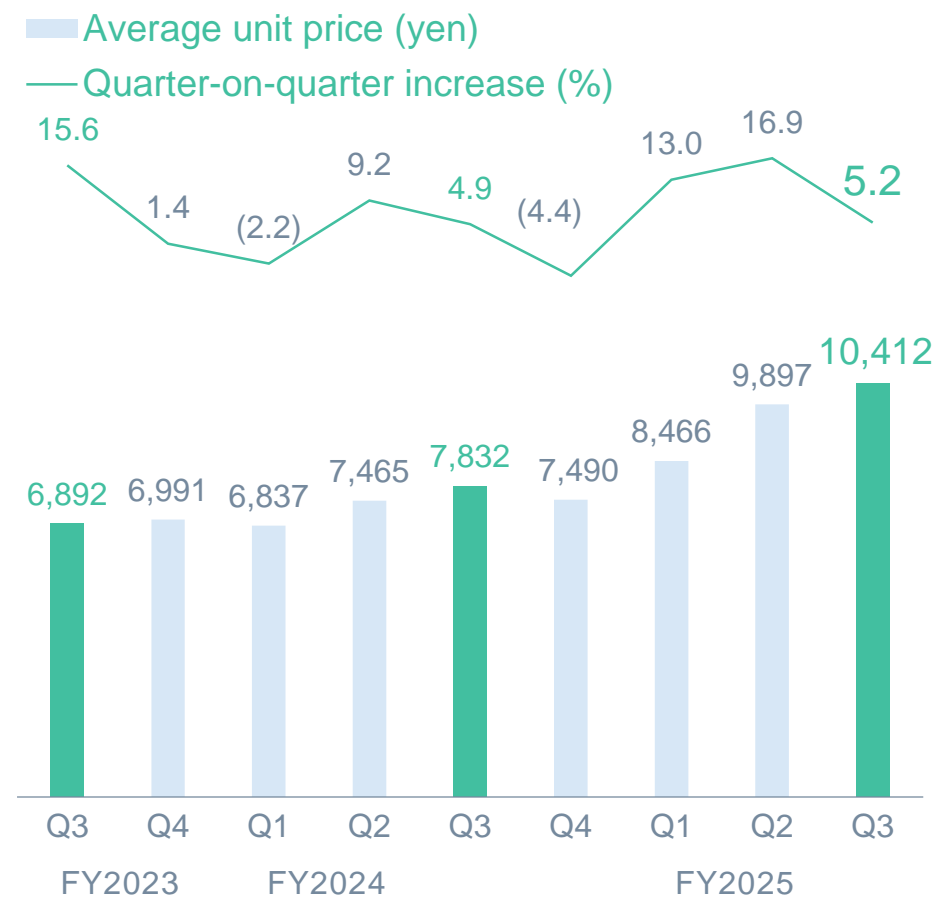
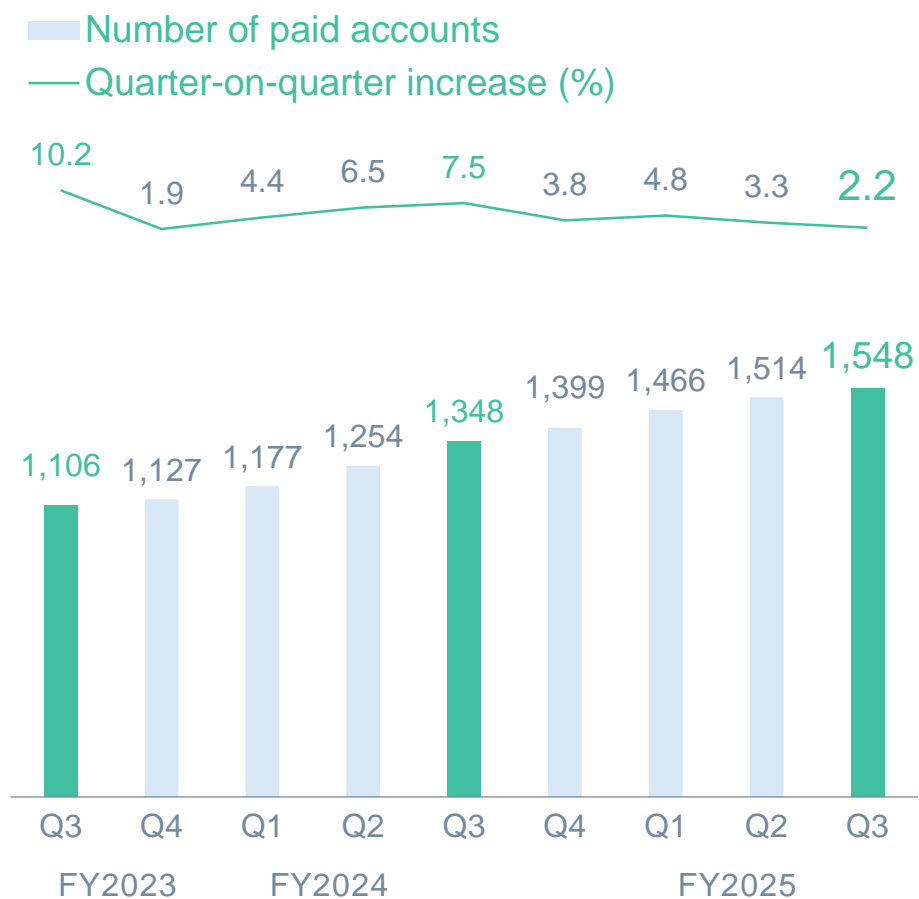


Note: The number of customers under retainer contracts is defined as the number of customers with contracts of at least ¥500,000 per month and in operation for the most recent six consecutive months.

- The number of companies using the paid version declined to 2,524 (down 41 companies or 1.6% quarter on quarter). We are proceeding with the discontinuation of the current standard plan and the transition to a new plan beginning in July 2026, and some cancellations were recorded during the transition review.
- The average unit price per company was ¥12,864 (down 1.3% quarter on quarter; up 43.0% year on year). We posted steady year-on-year growth despite a quarter-on-quarter decline.



- The number of paid accounts increased for the 19th consecutive quarter to 1,548 (up 34 accounts or 2.2% quarter on quarter).
- The average unit price was ¥10,412 (up 5.2% quarter on quarter), marking a new record high since measurements began. This was supported by new additions to the enterprise plan and enhanced value through BPaaS implementation support.





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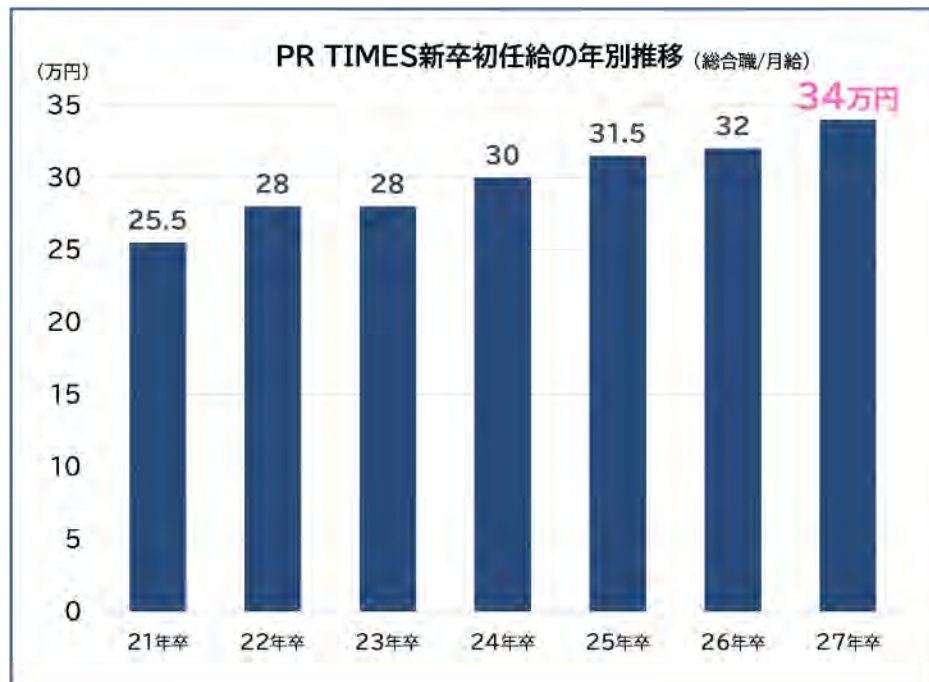
Road to Milestone 2025, towards 2030



- We decided to relocate PR TIMES' head office to Toranomon Hills Business Tower, with the relocation scheduled for the summer of 2026.
- To pursue our envisioned growth and become an even more essential presence in society, we are expanding the office base that underlies this endeavor.



- We decided to raise the starting salary for 2027 new graduates in general and development positions to ¥340,000. This marks the fifth increase in starting salary over the past six years; the cumulative increase for the six years is ¥85,000, representing a 33.3% rise.
- Pay differences across job categories will be removed by introducing a single starting salary for all new graduates. In the AI era, we will redefine the emotional value unique to human experience and, on that basis, welcome colleagues with diverse personalities and potential.





- On October 28, we hosted the Press Release Awards 2025 ceremony to mark Press Release Day. From a record 4,573 entries, 11 companies (11 press releases) were honored, and 100 companies (101 press releases) were named to the Best101.
- The Press Release Evangelists—who advocate the use of press releases—have grown to more than 100 members and expanded their presence to all 47 prefectures, forming a nationwide network of PR individuals across diverse regions and industries.



From a total of 4,573 entries, 11 companies received the Press Release Awards.



The Press Release Evangelists have grown to 102 members across all 47 prefectures, forming a nationwide network.

- On December 2, 2025, we hosted the Public of The Year 2025 awards ceremony, honoring 10 figures who symbolized 2025—notably MYAKU-MYAKU and HANA—as individuals who moved society through their actions. We garnered coverage across television, print, and online media within the broad contexts of entertainment and sports, academia and culture, and business and industry.
- We will continue working toward a society where headlines are filled with stories that highlight individuals' actions and achievements rather than incidents and accidents.





- At the 10-year milestone since our listing, and as we enter a new decade, we declared a *Creative Return to Fundamentals* as our 2026 New Year's message, renewing our resolve for the years ahead.
- We will recommit to building an organization where every individual humbly hones both their capability and character, and where the cohesion forged through these cumulative efforts is embedded in daily decision-making.



Kansai Branch Office



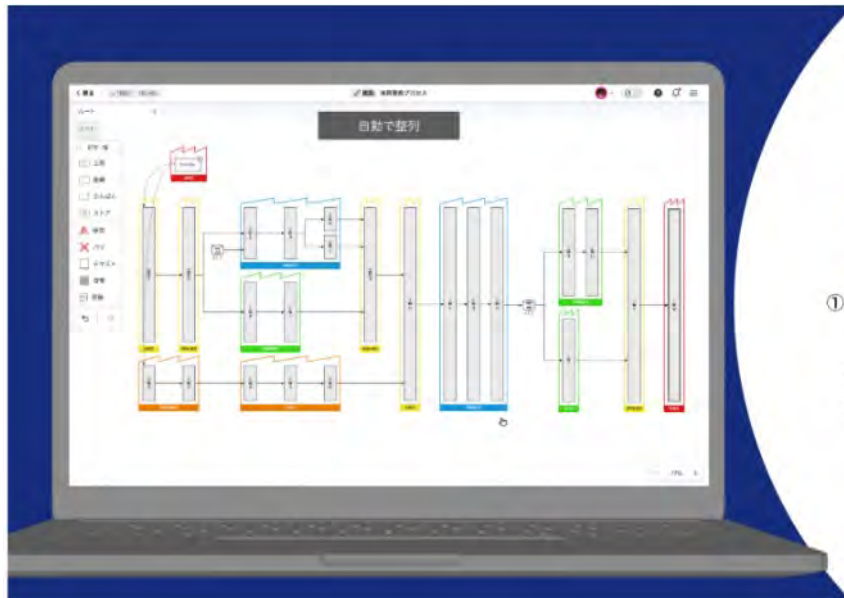
Fukuoka Office

- In October 2025, we partnered with the Asahikawa Industry Research Center and the Hokkaido Small Business Support Center; in November, with the Kahoku Shimpo Publishing and the Amagasaki Institute of Regional and Industrial Advancement; and in December, with the City of Kagoshima.
- We have expanded partnerships for regional information dissemination to a total of 101 entities (across 47 prefectures), including partnerships with 43 regional financial institutions (35 banks and eight shinkin banks), 38 regional media companies, as well as public agencies and local governments (five prefectures, 11 cities, and four agencies).





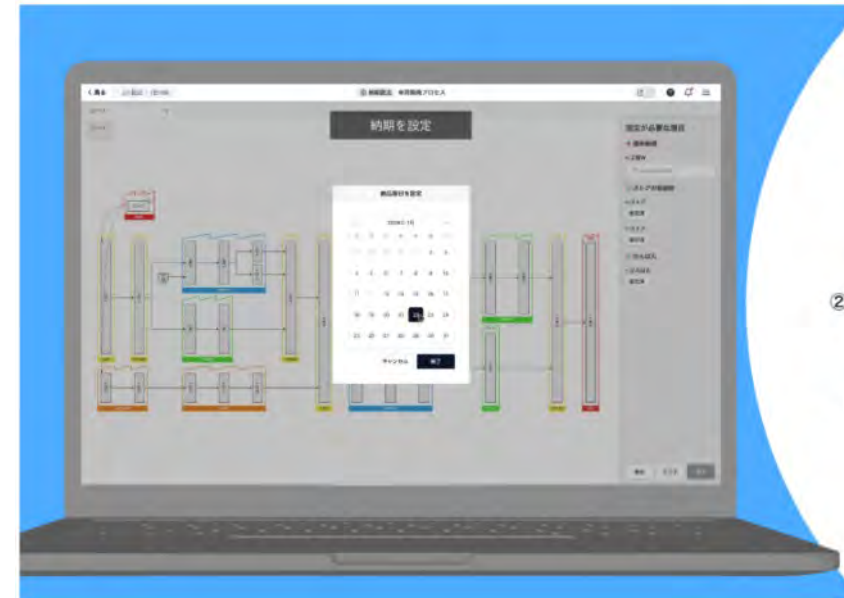
- A business management tool, *Hyojun-no-hako* was developed under commission for Toyota Motor Corporation, applying Toyota Production System (TPS) principles.
- As of the November 2025 announcement, *Hyojun-no-hako* had reached over 900 Toyota employees within seven months of internal rollout. In January 2026, we will begin the phased introduction of the tool into Toyota's TPS Dojo training program for administrative and technical staff.
- We are exploring the tool's future deployment, including offering it as a cross industry business-standardization support solution for external customers.



### 作る

#### ① 物情の効率的な描画

TPSの思想の下  
シンプルな操作で  
仕事が整理できる



### 使う

#### ② 物情ベースの進捗管理

描いたプロセスを  
そのまま動かせ  
異常は一目で分かる

- Jooto’s Standard Plan will be discontinued on June 30, 2026, with the new Starter Plan scheduled for launch.
- We will offer a Starter Plan, including a 10-license cap, for users seeking an easy entry into task management. Going forward, we will add advanced administrative and security features for corporate customers and shift our business policy to focus on business plans.

スタンダードプランの廃止と  
新スタータープラン提供開始



Before (2026年6月末まで)		After (2026年7月以降)
スタンダードプラン	》プラン名称《	スタータープラン
無制限	》ライセンス数 上限《	10ライセンスまで (ビジネスプランでは無制限)
利用可能	》ゲスト機能《	利用不可 (ビジネスプランでは利用可)
クレジットカード払い (一部請求書払い)	》支払方法《	クレジットカード払いのみ (ビジネスプランでは請求書払い利用可)



- Under the concept of “One Step Ahead for Customers,” we held our first customer support conference on December 3, 2025, attracting 500 online participants.
- A total of eight sessions were held to help move customer support in society one step forward, exploring insights such as *The Future of Support Opened Up by AI* and *the Down-to-Earth Experience of “People” Striving on the Front Lines*.



# 「プレスリリースアワード2025」授賞式 「プレスリリースエバンジェリスト」第4期発表会

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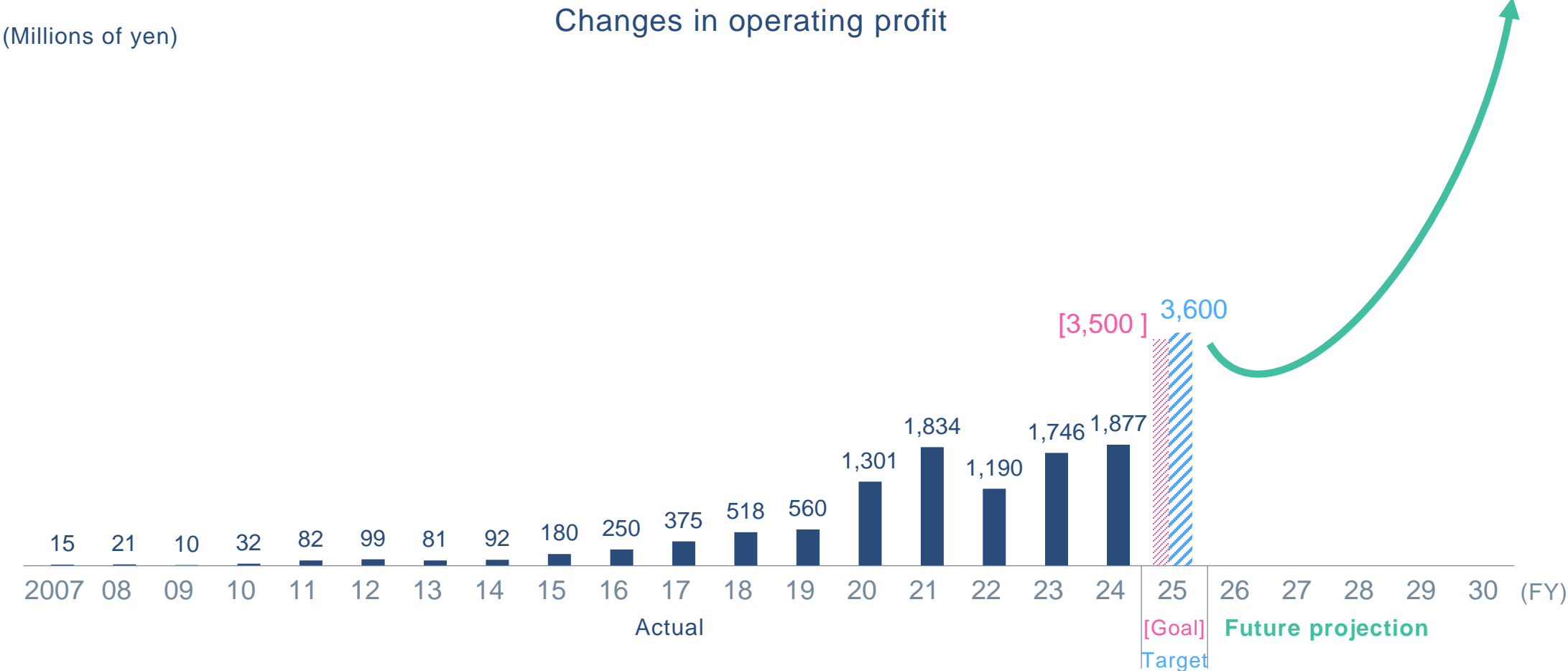
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Road to Milestone 2025, towards 2030

- We expect to surpass the ¥3.5 billion operating profit targeted in Milestone 2025, its current medium-term management goals, anticipating reaching a 20-fold growth in operating profit within a decade of our listing.
- Towards FY2030, we plan to set even more ambitious goals. To this end, our policy is to position the two to three-year period starting from FY2026 as an investment phase, during which we will undertake proactive and front-loaded investments with a view to future growth, thereby driving bold growth over the medium to long term.





## 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.