



Briefing Materials for the Financial Results of Full Fiscal Year 2025

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

April 13, 2026

Financial results for FY2025

- Achieved 19 consecutive years of revenue growth and profitability since our founding, with net sales and operating profit reaching record highs for the 19th and second consecutive years, respectively.
- Net sales and operating profit increased 19.3% and 93.0% year on year, respectively, surpassing the ¥3.5 billion operating profit target set under our medium-term management goals, Milestone 2025.
- After absorbing the impairment loss on investment securities, profit rose 114.3% year on year.

Financial results forecasts for FY2026

- Targeting net sales of ¥10,844 million (up 13.6% year on year), EBITDA of ¥3,685 million (down 7.3% year on year), and operating profit of ¥3,250 million (down 10.3% year on year).
- With Milestone 2025 completed and our financial base firmly in place, we will make decisive investments to define our next five years of growth. The next two to three fiscal years, beginning in FY2026, will be positioned as a strategic investment phase to lay the foundation for future profit growth.

Business policy for FY2026

- Our policy is to drive the continued evolution and growth of PR TIMES, our press release distribution platform, while expanding its related services, including PR partner services.
- We will accelerate investment in talent and AI as key drivers of growth, significantly strengthening the reliability and reach of information.

Road to Milestone 2030

- Milestone 2030 sets operating profit of ¥7.0 billion and EBITDA of ¥7.7 billion as financial targets.
- With PR TIMES as our core business, we will expand new businesses, including the PR partner business, while extending our business domain across the entire value chain. Proactive hiring and organizational expansion will continue while establishing a structure premised on AI utilization that integrates accumulated data and advanced AI technologies.

1 Financial Results and Services Trends for Full FY2025

2 Financial Results for the Fourth Quarter of FY2025

3 Services Trends for the Fourth Quarter of FY2025

4 Topics & Reference Information

5 Financial Results Forecasts for FY2026

6 Road to Milestone 2030

PRTimes



Highlights of Full-Year Financial Results

- Net sales and operating profit increased 19.3% and 93.0% year on year, respectively, both reaching record highs and surpassing the ¥3.5 billion operating profit target set under our medium-term management goals, Milestone 2025.
- After absorbing the impairment loss on investment securities, profit rose 114.3% year on year.

(Millions of yen)	FY2024 full-year results	FY2025 full-year results	Year on Year (YoY)	FY2025 full-year forecasts	Percentage of full-year forecasts achieved	Range of full- year forecasts
Net sales	8,003	9,546	119.3%	9,522	100.3%	±5.0%
Gross profit	6,721	8,057	119.9%	—	—	—
[Gross profit ratio]	[84.0%]	[84.4%]	—	—	—	—
SG&A expenses	4,844	4,434	91.5%	—	—	—
EBITDA	2,174	3,976	182.9%	3,973	100.1%	±15.0%
Operating profit	1,877	3,622	193.0%	3,600	100.6%	±15.0%
[Operating profit ratio]	[23.5%]	[38.0%]	—	[37.8%]	—	—
Profit	1,118	2,397	214.3%	2,410	99.5%	±15.0%

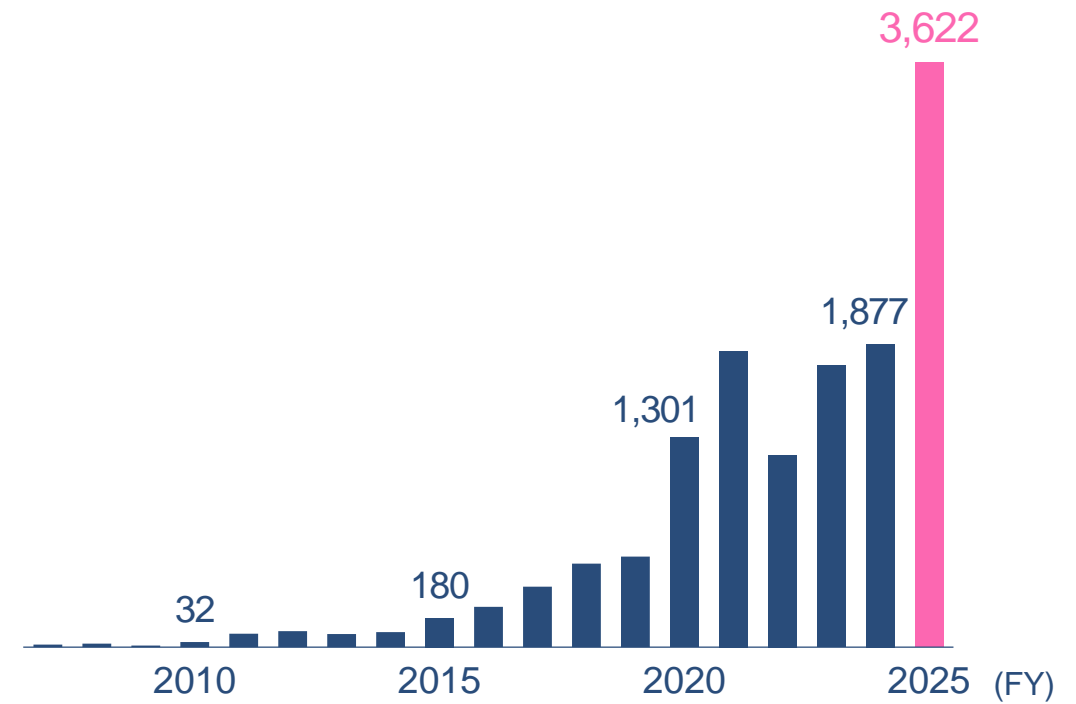
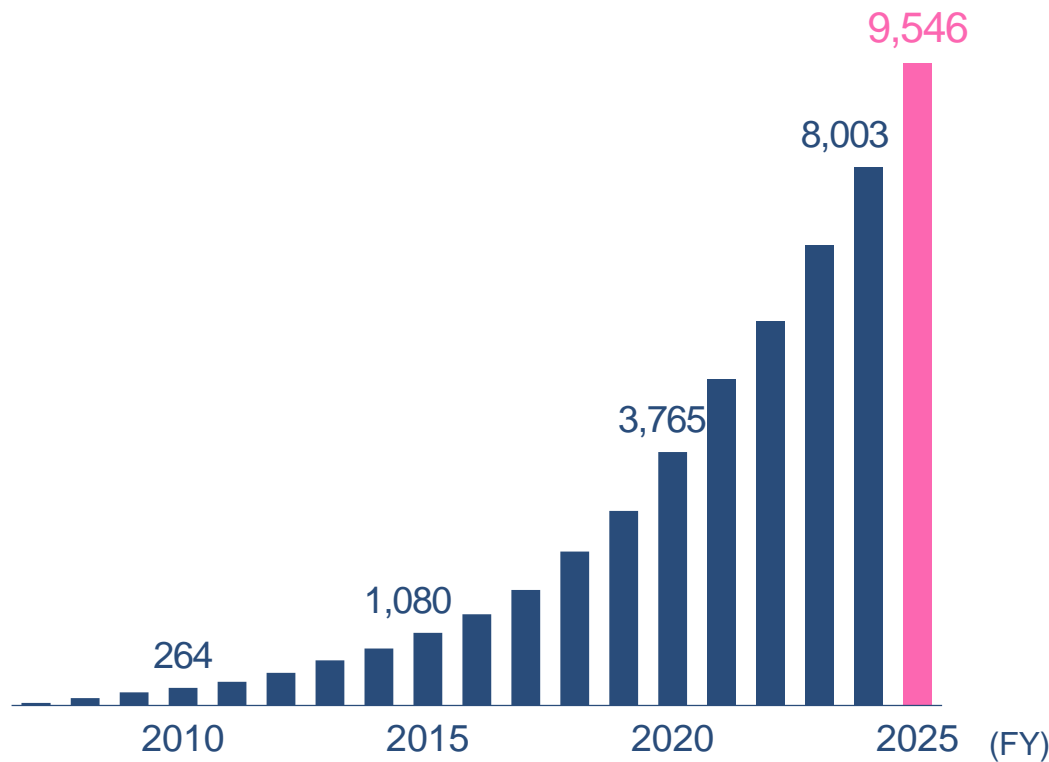
Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

Changes in Full-Year Financial Results

- We achieved 19 consecutive years of revenue growth and profitability since our founding, maintaining a stable growth trajectory.
- Net sales and operating profit reached record highs for the 19th and second consecutive years, respectively. Moving forward, we will continue to pursue further growth.

■ Net sales (Millions of yen)

■ Operating profit (Millions of yen)



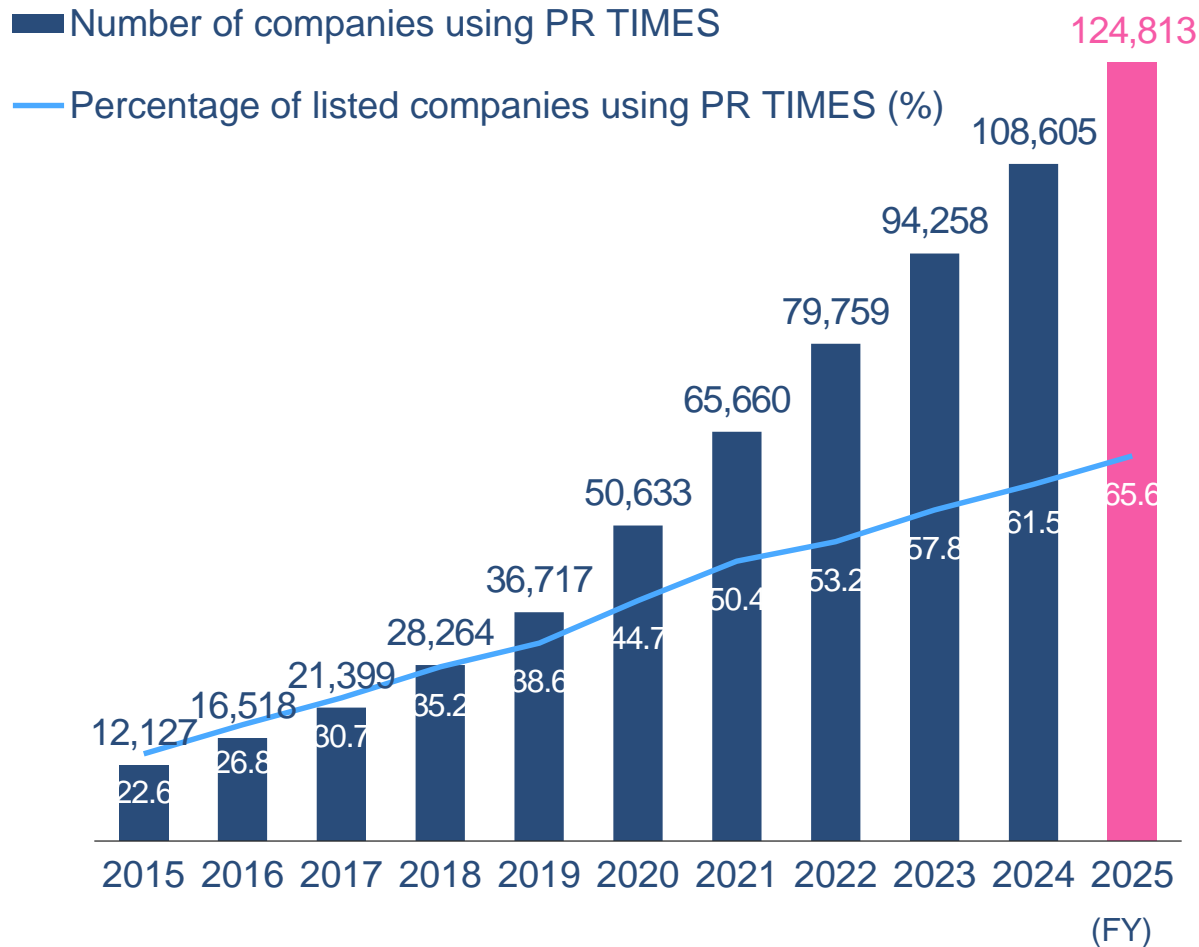
- Liquidity continued to strengthen on the back of higher operating cash flows, with the cash and deposits balance exceeding ¥8.0 billion at the end of the period.
- We decided to relocate our head office in FY2026. This resulted in an increase in non-current assets due to the recognition of lease deposits and related items.
- Current liabilities increased due to the recognition of income taxes payable, and reflecting our performance progress.

(Millions of yen)	As of February 28, 2025	As of February 28, 2026	Year on Year
Current assets	6,595	9,608	145.7%
Of which, cash and deposits	5,605	8,308	148.2%
Non-current assets	1,645	1,976	120.1%
Of which, goodwill	95	64	67.6%
Total assets	8,241	11,584	140.6%
Current liabilities	1,335	2,308	172.8%
Of which, contract liabilities	264	351	133.1%
Non-current liabilities	1	0	55.0%
Net assets	6,904	9,275	134.3%
ROA (*1)	14.6%	24.2%	
ROE	17.9%	30.0%	

(*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, 2026, reached 124,813, or 65.6% (2,646 out of 4,035) of all listed companies.
- Of the 64 companies that listed in Japan in 2025, 79.7% (51 companies) used PR TIMES, while 90.5% of companies that completed their IPO on the TSE Growth Market in 2025 used PR TIMES.



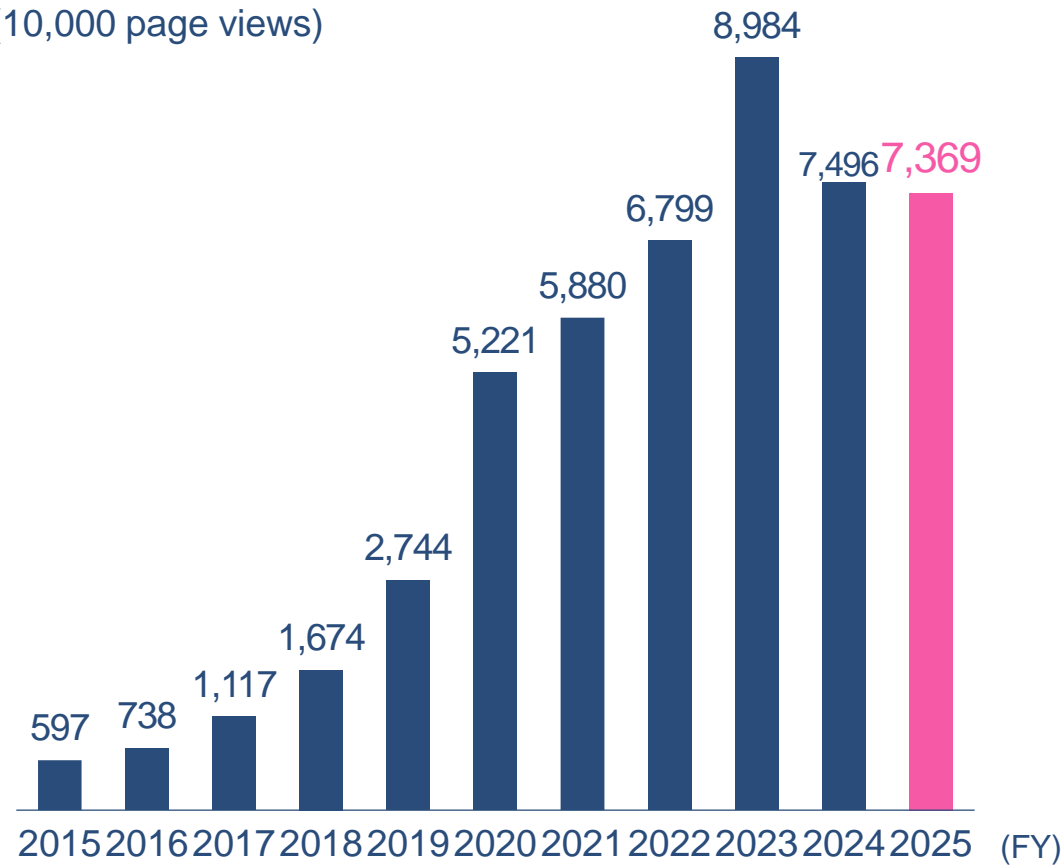
Stock exchange	Market	Newly listed companies	2025 Of which, companies using PR TIMES	Percentage of companies using PR TIMES
Tokyo Stock Exchange	Prime	6	4	66.7%
	Standard	12	7	58.3%
	Growth	42	38	90.5%
	Total	60	49	81.7%
Sapporo Securities Exchange		1	0	0.0%
Nagoya Stock Exchange		2	2	100.0%
Fukuoka Stock Exchange		1	0	0.0%
Total		64	51	79.7%

PR TIMES: Changes in Site Views and Partner Media

- PR TIMES recorded its highest monthly site views for FY2025 in September, with 73.69 million page views.
- A total of 268 partner media reproduced PR TIMES press releases, as a rule, in their original form.

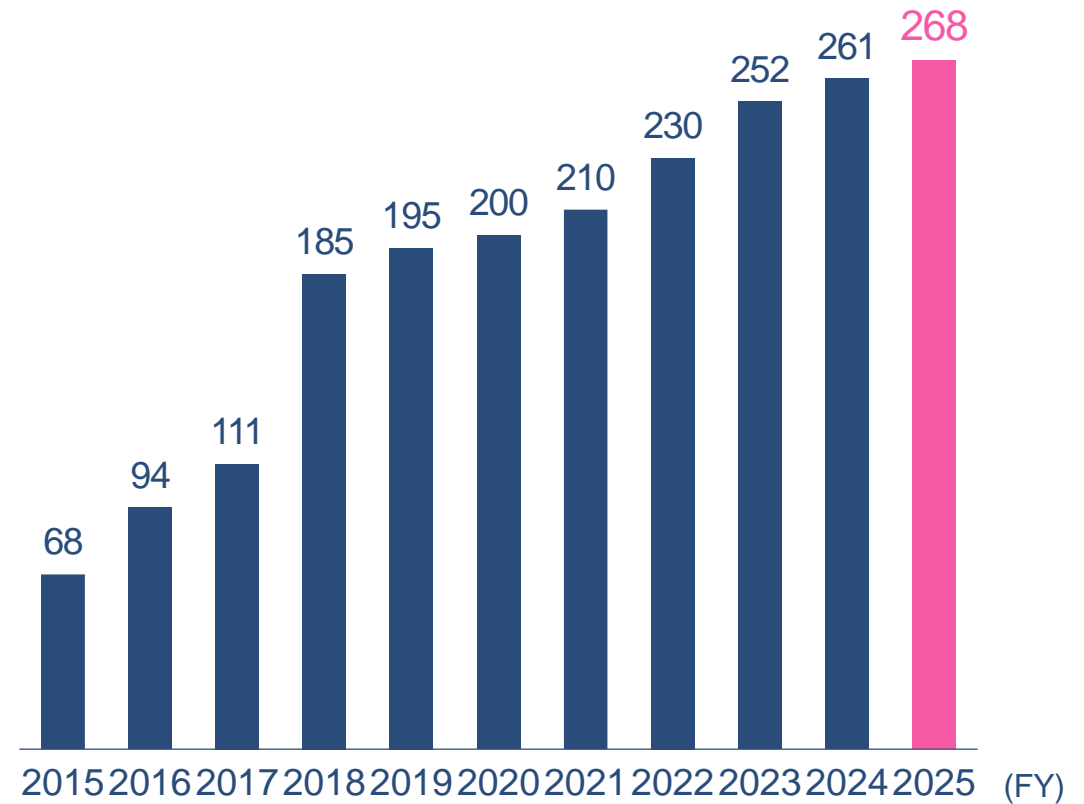
Highest monthly site views during the period

(10,000 page views)



Number of partner media at the end of the period

(Number of media)




(*) Source: Google Analytics (GA4)

- Publicity for the full FY2025 totaled 393 releases across 245 media (79.2% of that for the previous fiscal year).

 TV 19 releases across 15 media

石川テレビ「石川テレビニュース」「能登人を訪ねて」| NHK岡山「もぎたて！」| MRTテレビ「Check！」
大垣ケーブルテレビ「デイリーUP Plus」| 岡山放送「なんしょん？」| 関西テレビ「旬感LIVE とれたてっ！」
サンテレビ「NEWS×情報 キャッチ+」| テレビ朝日「大下容子ワイド！スクランブル」|
テレビ朝日「グッド！モーニング」| テレビ東京「ゆうがたサテライト」| テレビ東京「よじごじDays」日本テレビ「ZIP！」| KKT熊本県民テレビ「
newsevery.くまもと」| フジテレビ「ノンストップ！」| 「めざましテレビ」


 Radio 1 release across 1 medium

 Magazines 43 releases across 30 media

飲食店経営 | 会社四季報 | 株主手帳 | 近代食堂 | 月刊ぎふとPREMIUM | 月刊事業構想 | 月刊終活 | 月刊食堂 | 月刊総務 | 懸賞なび | 広報会議 | CALL CENTER JAPAN | 財界 | Signs&Displays | CS MEDIA2025 秋
四万十町通信 | 週刊東洋経済 | ソイフードジャーナル | Tarzan | Diamond WEEKLY | 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 | NEWing | 販促会議 | 仙台商工会議所「飛翔」 |
米麦日報 | POP EYE | 労基旬報

 Newspapers 111 releases across 65 media

朝日新聞 | 岩手日報 | 沖縄タイムス | ガスエネルギー新聞 | 神奈川新聞 | 岐阜新聞 | 桐生タイムス | 金属産業新聞 | 釧路新聞 | 熊本日日新聞 | 神戸新聞 | 埼玉新聞 | The Bunka News | 産経新聞 | 静岡新聞 |
信濃毎日新聞 | 上毛新聞 | 食品産業新聞 | 食品新聞 | 新聞情報 | 新聞之新聞 | 新聞報 | 日刊水産経済新聞 | 水産タイムス | スポーツニッポン | 聖教新聞 | 総合報道 | 千葉日報 | 中日新聞 | 中日新聞(岐阜版) |
中日BIZナビ | 中部経済新聞 | 通販新聞 | デイリースポーツ | 富山新聞 | にいがた経済新聞 | 新潟日報 | 日刊県民福井 | 日刊工業新聞 | 日刊スポーツ | 日刊速報冷食タイムス | 日経MJ | 日本海新聞
日本経済新聞 | 日本証券新聞 | 日本農業新聞 | 東愛知新聞 | フードウィークリー | 福井新聞 | 福島民報 | 福島民友 | 物流ウィークリー | 文化通信デジタル | 米麦日報 | 北陸中日新聞 | 北國新聞 | 毎日新聞 |
みなと新聞 | 南日本新聞 | 南日本新聞フェリア | 宮崎日日新聞 | 山形新聞 | 読売新聞 鹿児島版 | 旅行新聞 | 冷食日報

 Web 219 releases across 134 media

R100 tokyo | iJAMP | Aismiley | ITmediaビジネスオンライン | ASCII | ASCII STARTUP | @DIME(アットダイム) | AdverTimes.(アドタイ) | advanced by massmedian | アルムナビ | &Fans | AMP | Web幹事 | VOIX |
UchuBiz | estie 不動産情報ポータル | ENCOUNT(エンカウト) | entax | OVO(オーヴォ) | All About | ORICON NEWS(オリコンニュース) | かがわ経済ニュース | 鹿児島建設新聞 | ガスエネルギー新聞 |
Kabutan | 川口マガジン | Catch the Web Media | クラフトバンク総研 | クロワッサン オンライン | 月刊「事業構想」オンライン | 月刊総務オンライン | 決算が読めるようになるノート | 神戸新聞NEXT | coki |
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 | サツイベ | サンスポ | CBCweb | J-CASTニュース | シクチョーソン | しごとリーチ! | 週刊大阪日日新聞 | syncAD
シンニチ保険Web | STRAIGHT PRESS | Speeda | SPACE Media | スポーツ報知 | スポニチ Sponichi Annex | XEXEQ | 創業手帳 | Tarzan Web | 高松経済新聞 | 楽しいニュース | 地域ニュースサイト号外NET |
知財図鑑 | 千葉日報 | 中京テレビNEWS NNN | 中スポ(中日スポーツ・東京中日スポーツ) | 中日BIZナビ | DXマガジン | TBS NEWS DIG | ディーボのSEOラボ | デイリースポーツニュース online |
デイリーニュースオンライン | 展示会ドットコム | 東京お台場.net | トウシル | 東スポWeb | tokyo chips | TOKK | トラベルボイス | DRONE.jp | 長野日報 | ナタリー | ナリナリドットコム | 日刊産業新聞 |
日刊スポーツ | 日経不動産マーケット情報 | 日本経済新聞 | 日本流通産業新聞オンライン | NewsPicks | News You Use | ネットショップ担当者フォーラム | HOWHERE | ハフポスト | PR GENIC | pr news. |
PRマガジン | ビジネス+IT | Beautypressman | beautyまとめ | HintClip | FISCO | Forbes JAPAN | ふくおか経済Web | Plus Web3 media | brand new Me! | freelance hub | PRESIDENT Growth | ProductZine |
文化通信.com | ベストカレンダー | VOIX biz | VOIX Life | 北海道新聞デジタル | HotelBank | HOLG | MarkeZine | マーケトランク | MAiDiGiTV(マイデジTV) | マイナビウーマン | マイナビニュース |
毎日新聞デジタル | まいぶれ草加 | まいぶれ松山・伊予・東温・松前・砥部 | マイベストプロ 全国版 | マイライフニュース | マガジンサミット | 松本経済新聞 | マネクリ | Mama Jocce | Marisol |
MANTANWEB(まんたんウェブ) | MINKABU PRESS | Media Innovation | MouLa HOKKAIDO | UNICORN | 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 February 2026; media names listed in Japanese alphabetical order)

1

Financial Results and Services Trends for Full FY2025

2

Financial Results for the Fourth Quarter of FY2025

3

Services Trends for the Fourth Quarter of FY2025

4

Topics & Reference Information

5

Financial Results Forecasts for FY2026

6

Road to Milestone 2030

Financial Results for the Fourth Quarter of FY2025

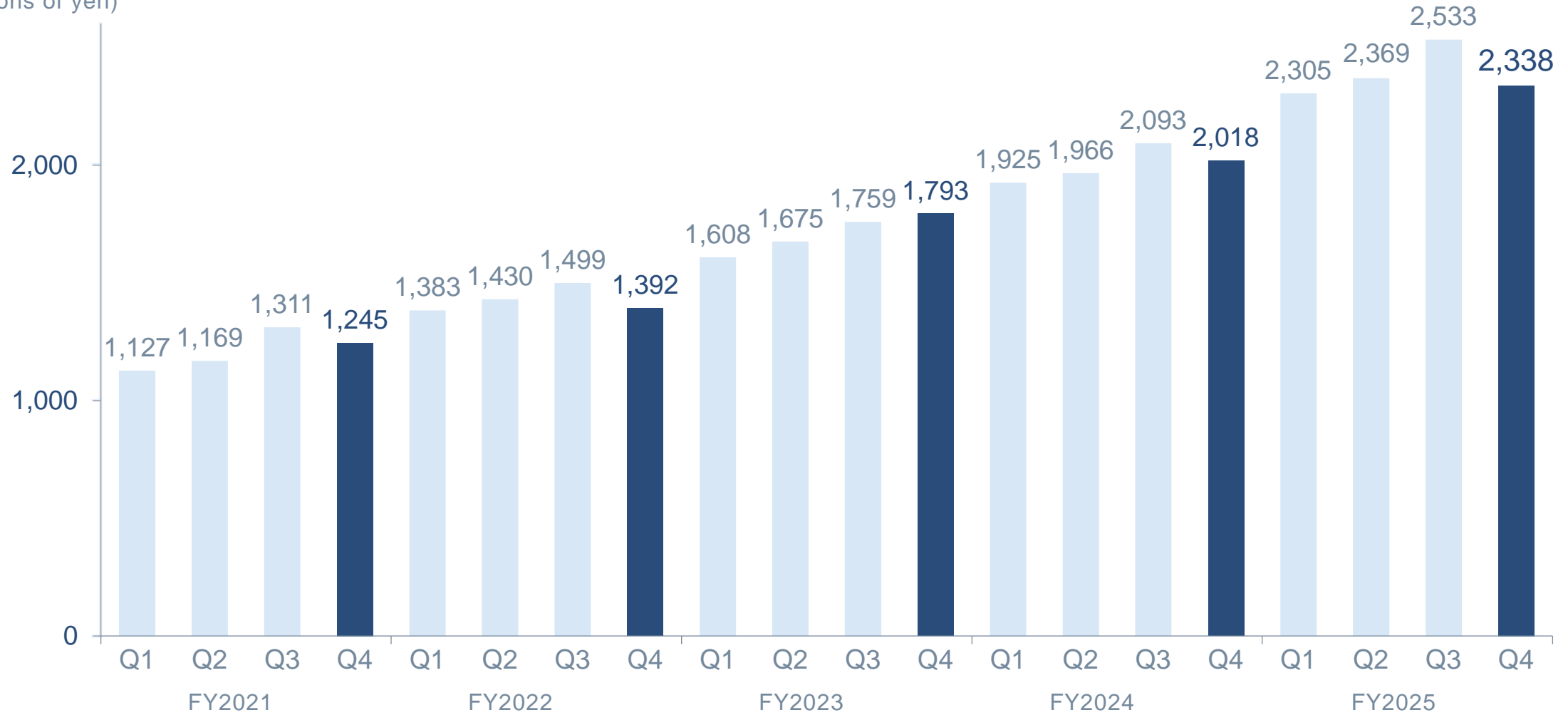
- We posted net sales of ¥2,338 million (115.8% year on year; 92.3% quarter on quarter) and operating profit of ¥632 million (225.5% year on year; 57.6% quarter on quarter).

(Millions of yen)	FY2024	FY2025				Year on Year	Quarter on Quarter
	Q4	Q1	Q2	Q3	Q4	(YoY)	(QoQ)
Net sales	2,018	2,305	2,369	2,533	2,338	115.8%	92.3%
Gross profit	1,667	1,940	1,995	2,147	1,974	118.4%	92.0%
[Gross profit ratio]	[82.6%]	[84.2%]	[84.2%]	[84.7%]	[84.4%]	—	—
SG&A expenses	1,386	1,056	986	1,048	1,341	96.8%	127.9%
EBITDA	416	949	1,093	1,185	748	179.7%	63.1%
Operating profit	280	883	1,008	1,098	632	225.5%	57.6%
[Operating profit ratio]	[13.9%]	[38.3%]	[42.6%]	[43.3%]	[27.1%]	—	—
Profit	110	572	699	750	374	339.0%	50.0%

Changes in Quarterly Net Sales

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

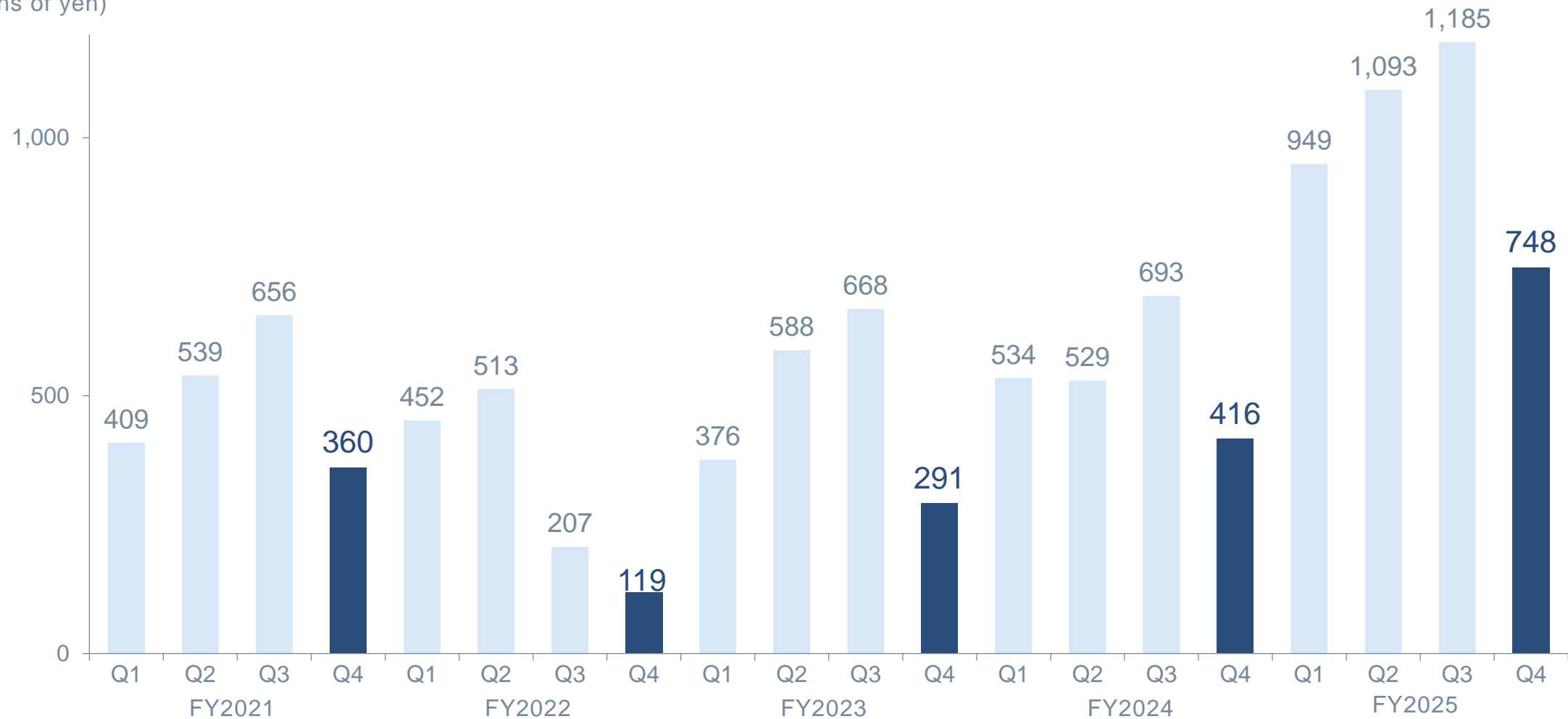
(Millions of yen)



Changes in Quarterly EBITDA

- EBITDA reached a record high for the fourth quarter.

(Millions of yen)

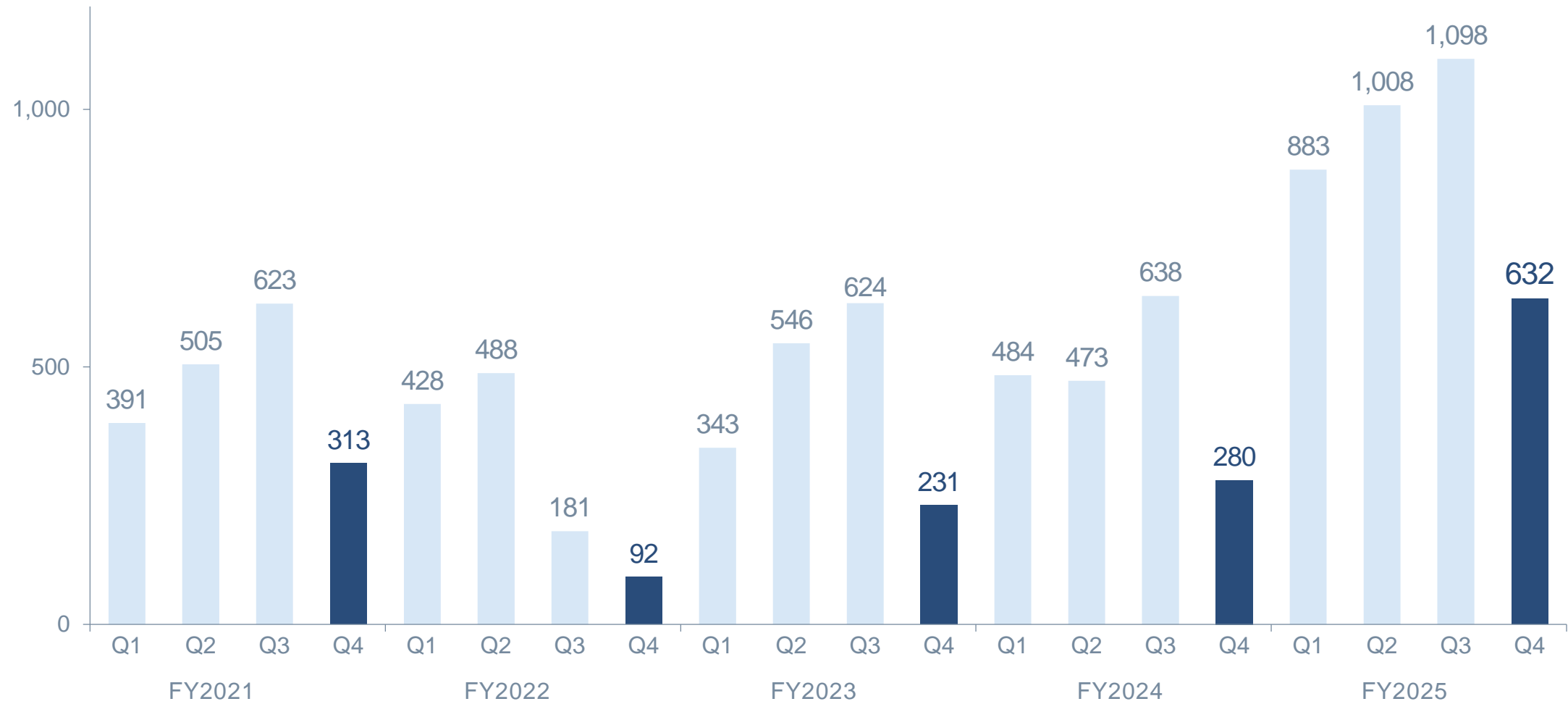


Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

Changes in Quarterly Operating Profit

- Operating profit reached a record high for the fourth quarter, while absorbing investments.

(Millions of yen)



Breakdown and Ratios of Quarterly SG&A Expenses

- S&M includes hosting events such as Public of The Year.
- R&D expenses temporarily declined due to the shift to in-house development, but recovered in the fourth quarter.
- G&A has consistently remained below 10% of net sales.

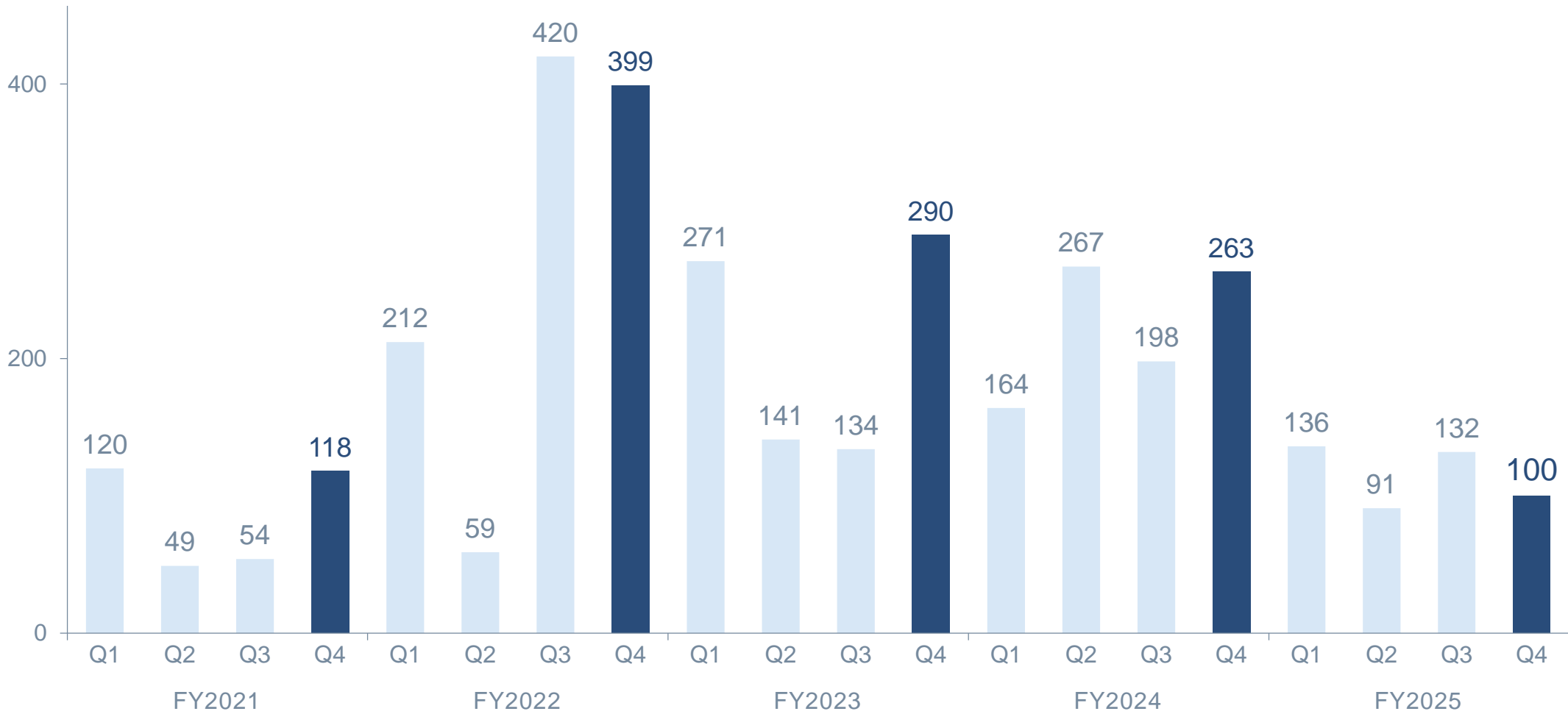
(Millions of yen)	FY2024		FY2025							
	Q4		Q1		Q2		Q3		Q4	
	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales
Net sales	2,018	100.0%	2,305	100.0%	2,369	100.0%	2,533	100.0%	2,338	100.0%
Cost of sales	351	17.4%	364	15.8%	373	15.8%	386	15.3%	364	15.6%
S&M	991	49.1%	726	31.5%	660	27.9%	714	28.2%	901	38.6%
R&D	216	10.7%	158	6.9%	171	7.3%	175	6.9%	246	10.6%
G&A	178	8.8%	171	7.5%	154	6.5%	159	6.3%	193	8.3%
Operating profit	280	13.9%	883	38.3%	1,008	42.6%	1,098	43.3%	632	27.1%

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

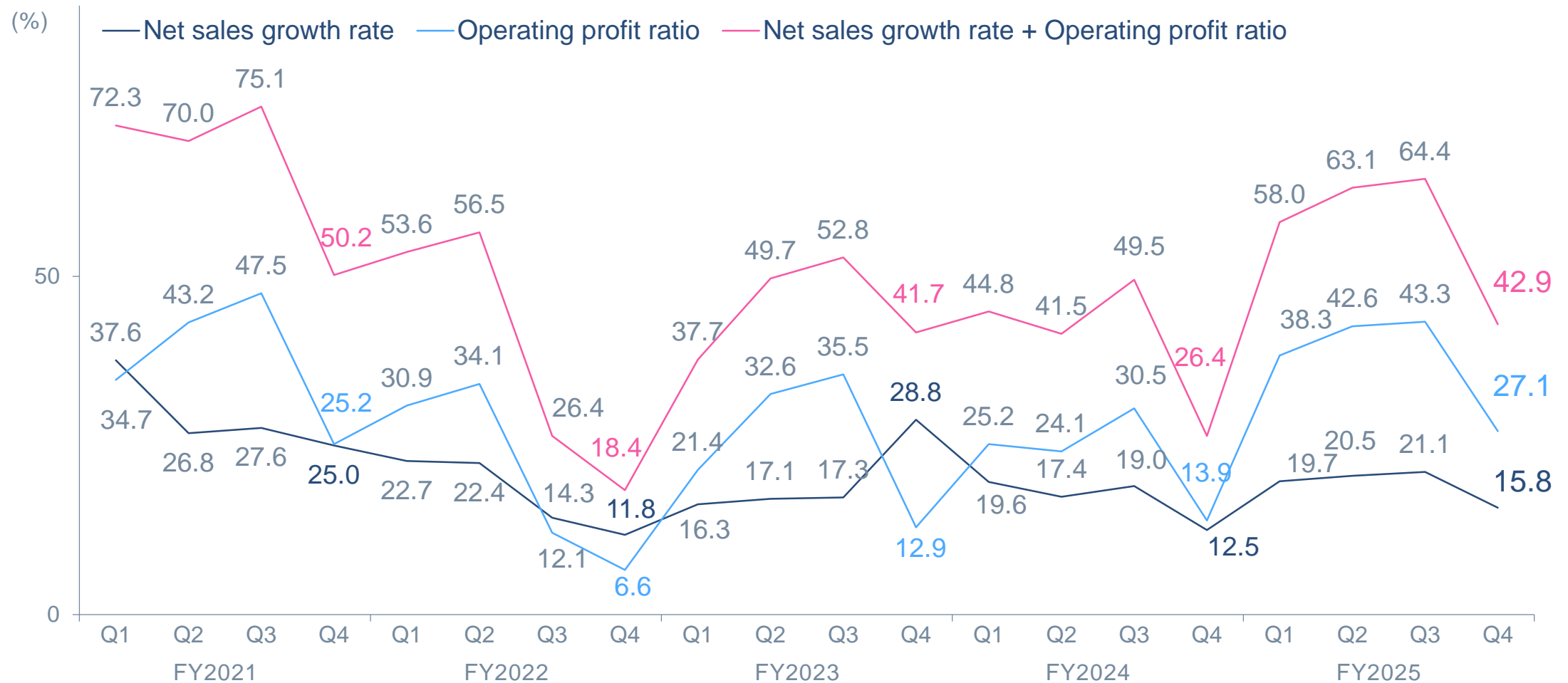
- Advertising expenses totaled ¥100 million (down 61.9% year on year) and remained at a restrained level.

(Millions of yen)



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 42.9%. The net sales growth rate was 15.8% and the operating profit ratio was 27.1%.
- Going forward, by driving aggressive yet disciplined investment, we will continue to pursue both sustainable growth and profit expansion.



- Cash and deposits balance accumulated to ¥8.3 billion, a 48.2% year-on-year increase, driven by operating activities.
- ROE stood at 30.0% and ROA at 24.2%, both reaching high levels of performance.

(Millions of yen)	As of February 28, 2025	As of November 30, 2025	As of February 28, 2026	Year on Year	Quarter on Quarter
Current assets	6,595	8,557	9,608	145.7%	112.3%
Of which, cash and deposits	5,605	7,395	8,308	148.2%	112.3%
Non-current assets	1,645	1,993	1,976	120.1%	99.1%
Of which, goodwill	95	72	64	67.6%	89.3%
Total assets	8,241	10,551	11,584	140.6%	109.8%
Current liabilities	1,335	1,670	2,308	172.8%	138.2%
Of which, contract liabilities	264	362	351	133.1%	97.1%
Non-current liabilities	1	0	0	55.0%	82.8%
Net assets	6,904	8,879	9,275	134.3%	104.5%
ROA	14.6%	23.2%	24.2%	—	—
ROE	17.9%	27.6%	30.0%	—	—

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

1

Financial Results and Services Trends for Full FY2025

2

Financial Results for the Fourth Quarter of FY2025

3

Services Trends for the Fourth Quarter of FY2025

4

Topics & Reference Information

5

Financial Results Forecasts for FY2026

6

Road to Milestone 2030

世界初!
星実証





<https://prtimes.jp>

Companies

Number of companies using PR TIMES 124,813
 Percentage of listed companies in Japan using PR TIMES 65.6% (2,646 out of 4,035 companies)
 Number of press releases 46,645 per month (Oct. 2025)

Media

Delivery media list 11,014 media
 Number of media users 29,307 persons
 Number of partner media 268 media

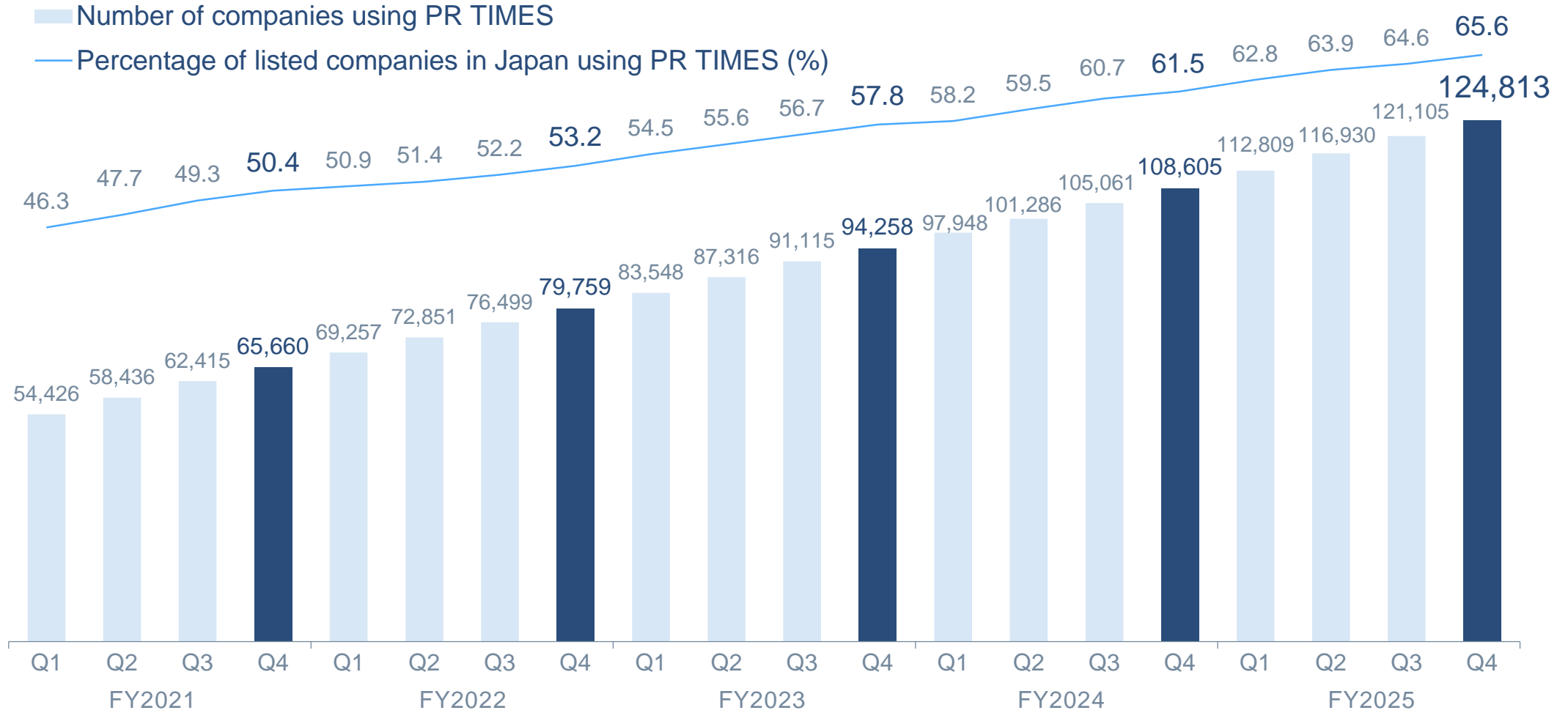
Consumers

Number of site views 73.69 million page views per month (Sept. 2025)
 Social media accounts Facebook: 128,164
 X (formerly Twitter): 506,607
 Number of individual users 268,184 persons

*As of February 28, 2026

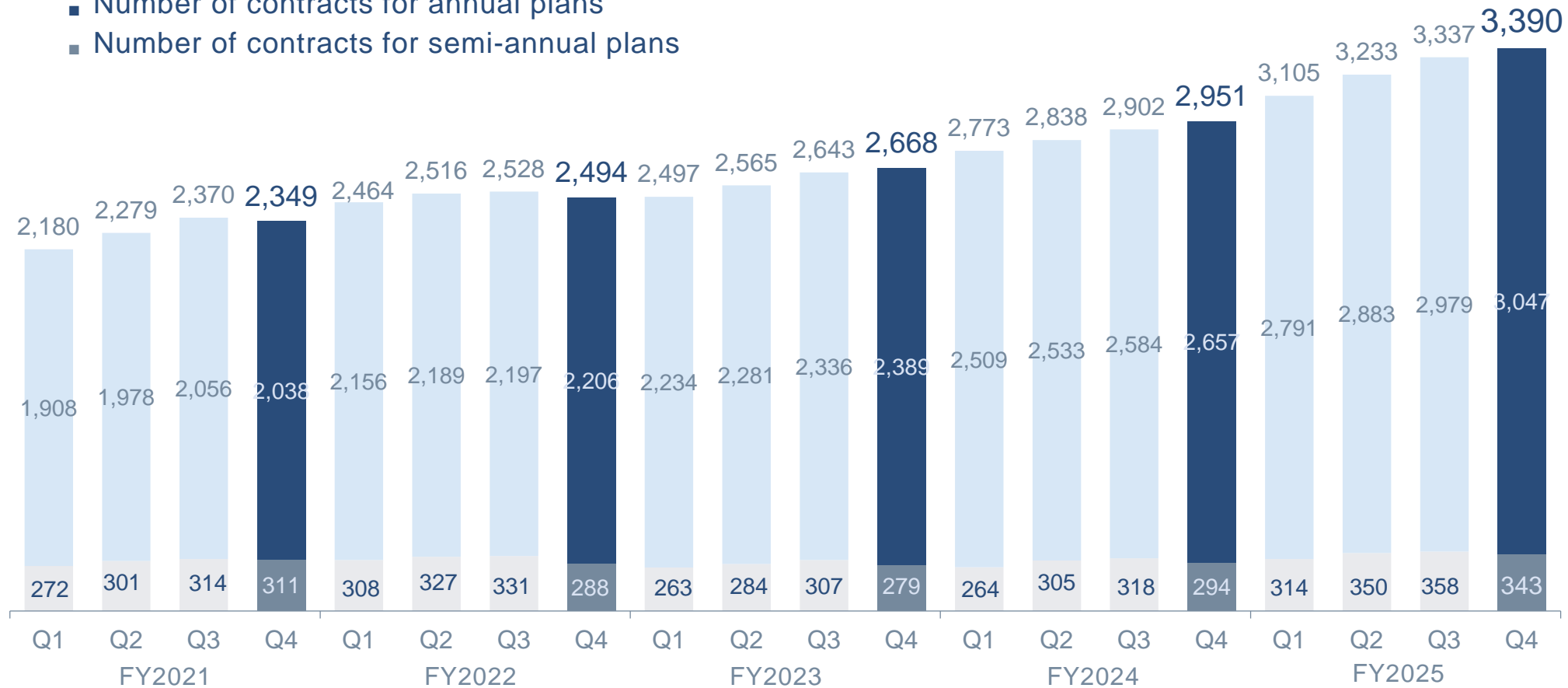
PR TIMES | Changes in Number of Companies Using PR TIMES

- The number of companies using PR TIMES reached 124,813 (up 16,208 companies year on year; up 3,708 companies quarter on quarter).
- 65.6% (2,646 out of 4,035) of all listed companies used PR TIMES.



- The total number of contracts for term plans is 3,390 (up 439 companies or 14.9% year on year), including 3,047 companies under annual plans (up 390 companies or 14.7% year on year) and 343 companies under semi-annual plans (up 49 companies or 16.7% year on year).

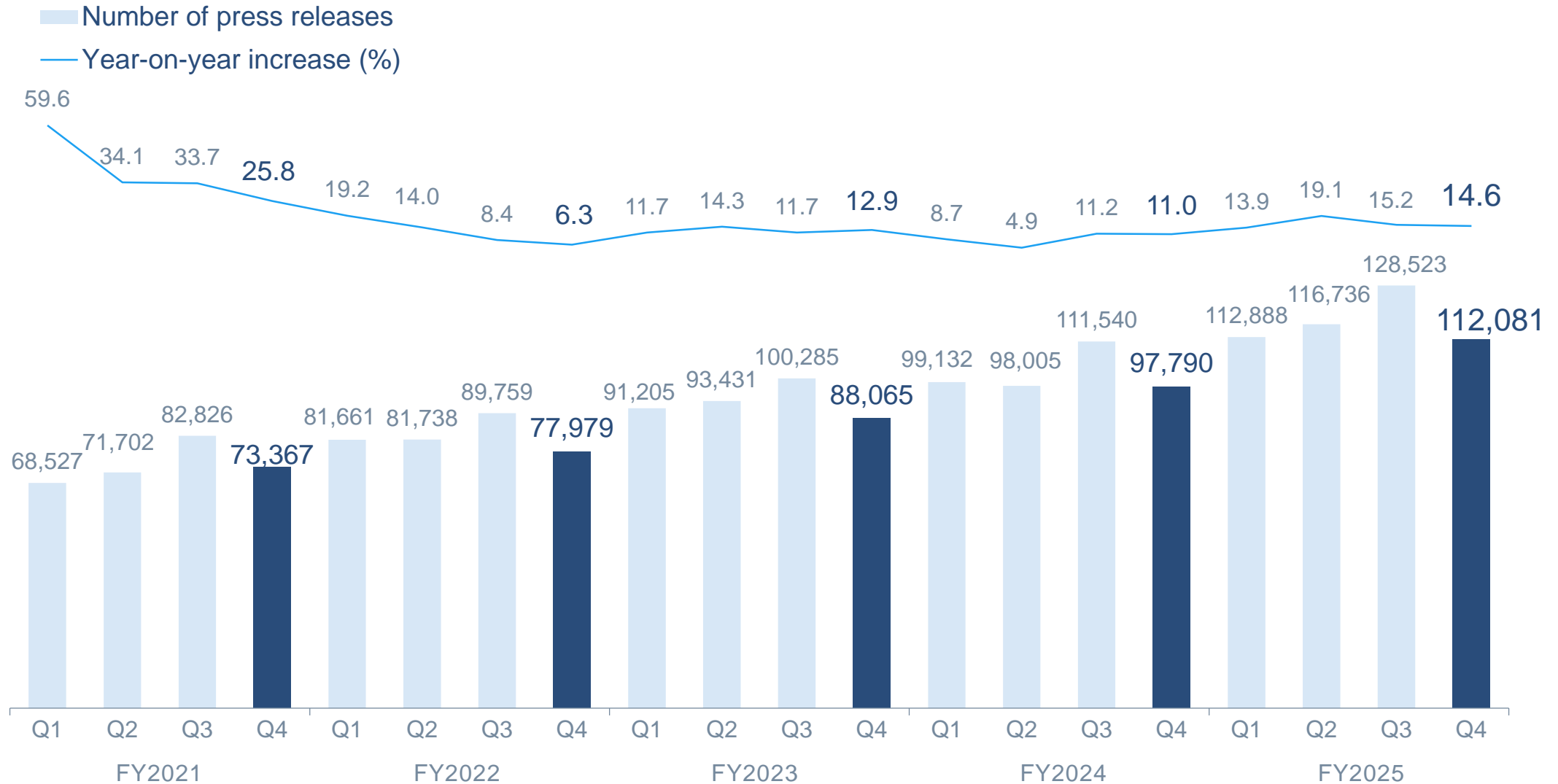
- +■ Total number of contracts for term plans
 - Number of contracts for annual plans
 - Number of contracts for semi-annual plans



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.

PR TIMES | Changes in Number of Press Releases

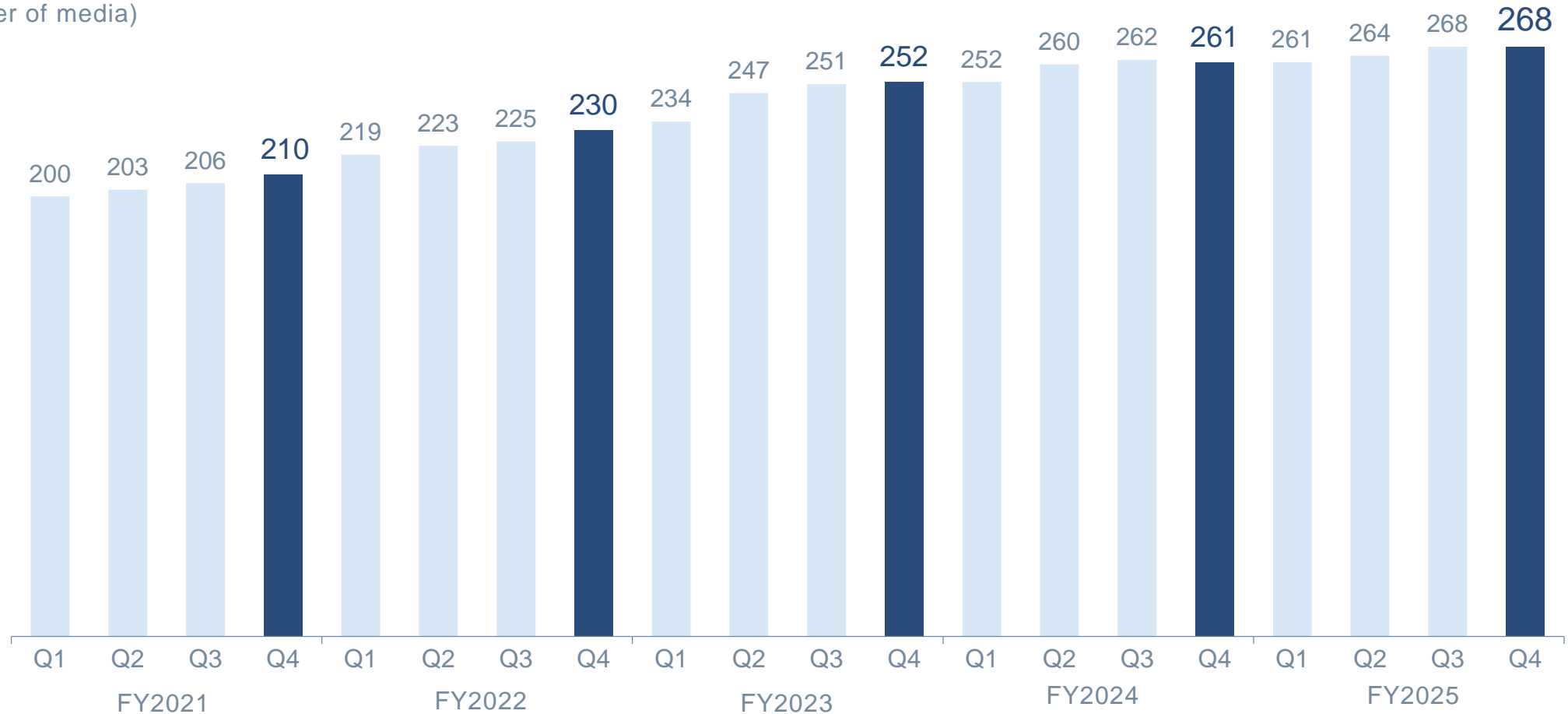
- The number of press releases was 112,081 (up 14.6% year on year; down 12.8% quarter on quarter). The year-on-year increase rate remained in the 10% range.



- The number of partner media was 268 (3 media added, 3 media decreased).

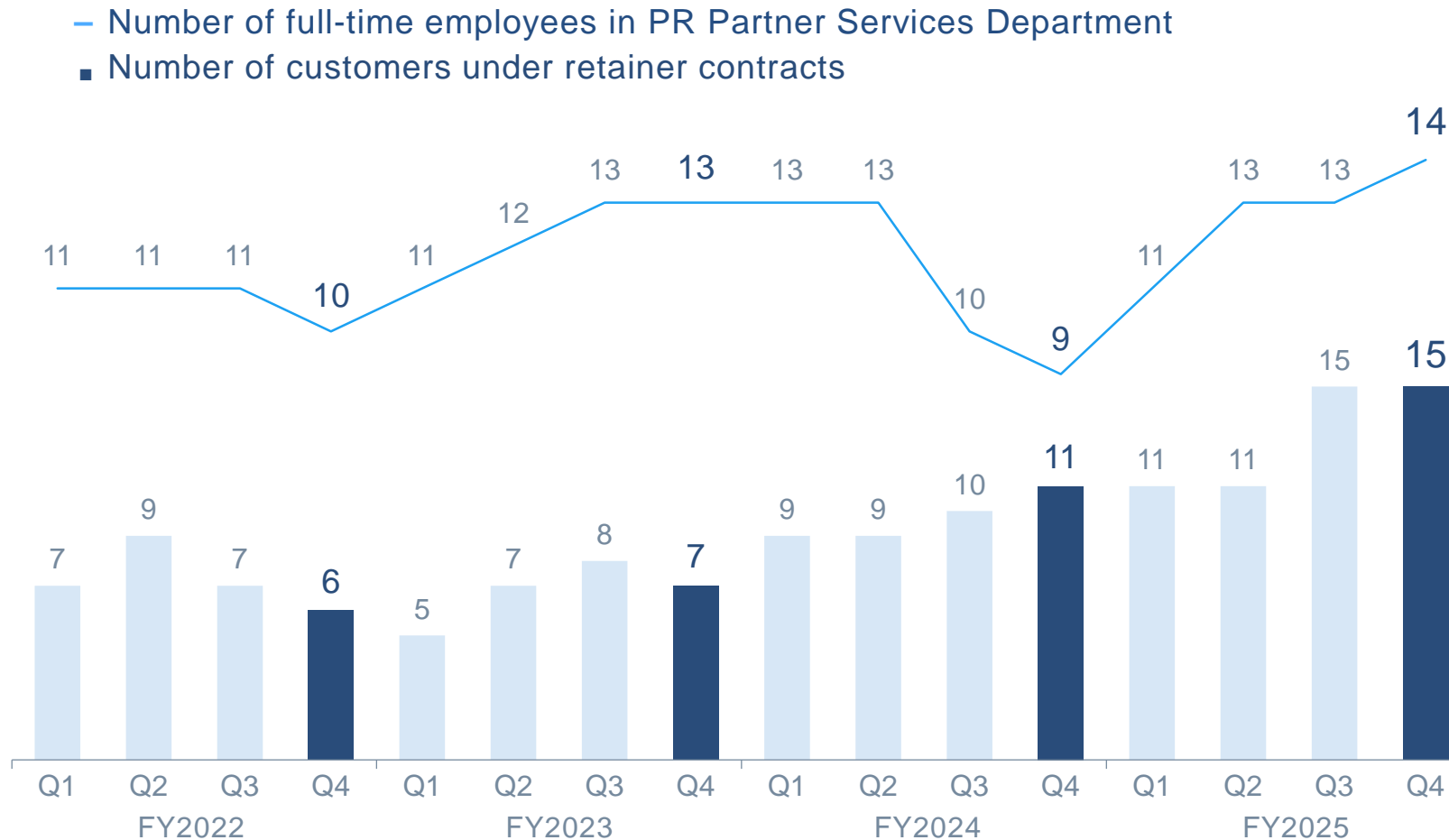


(Number of media)



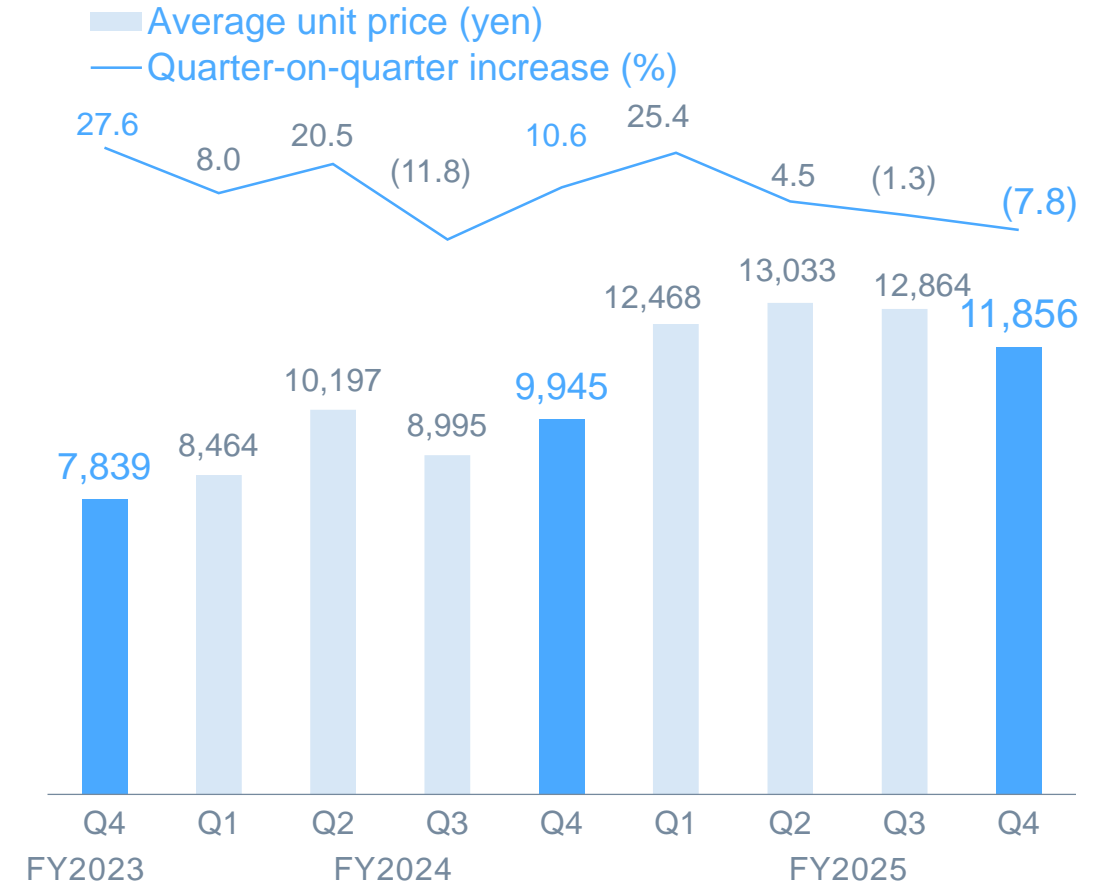
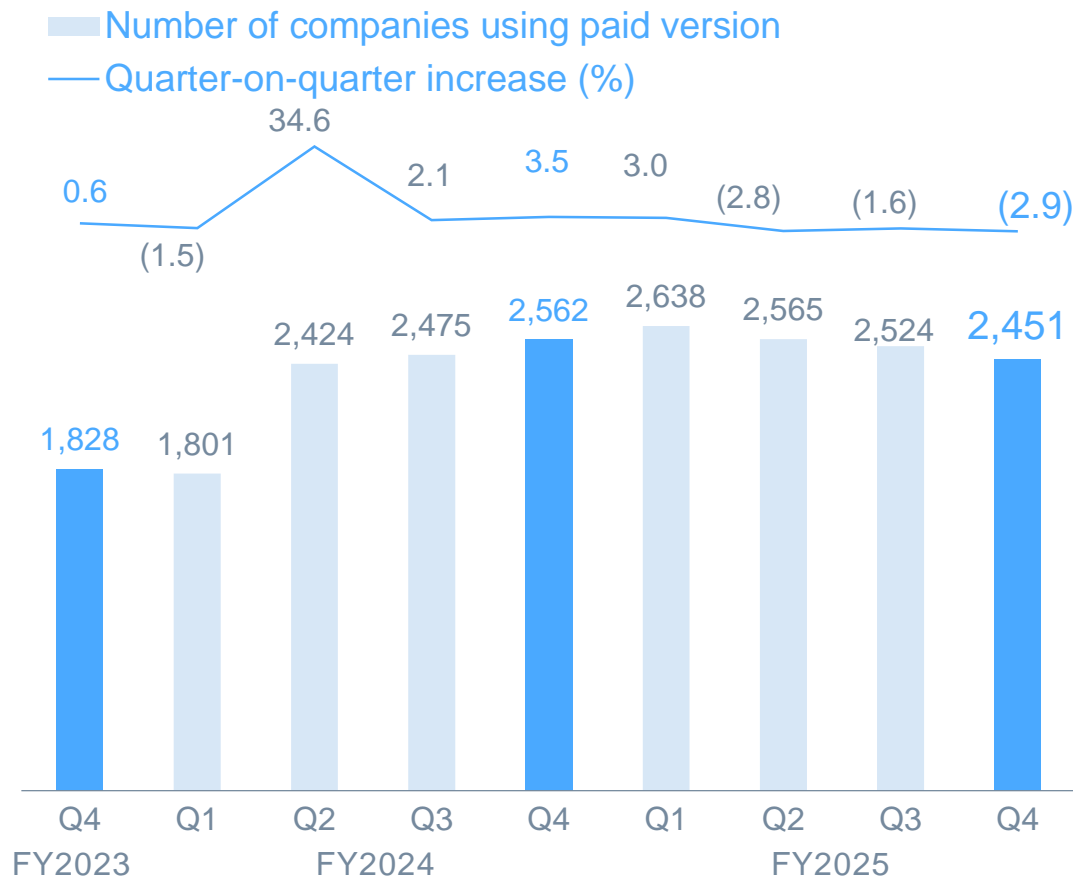
PR Partner Services | Number of Customers under Retainer Contracts

- Net sales in the fourth quarter increased by 25.4% year on year, and the number of customers under retainer contracts rose by four to 15 year on year.



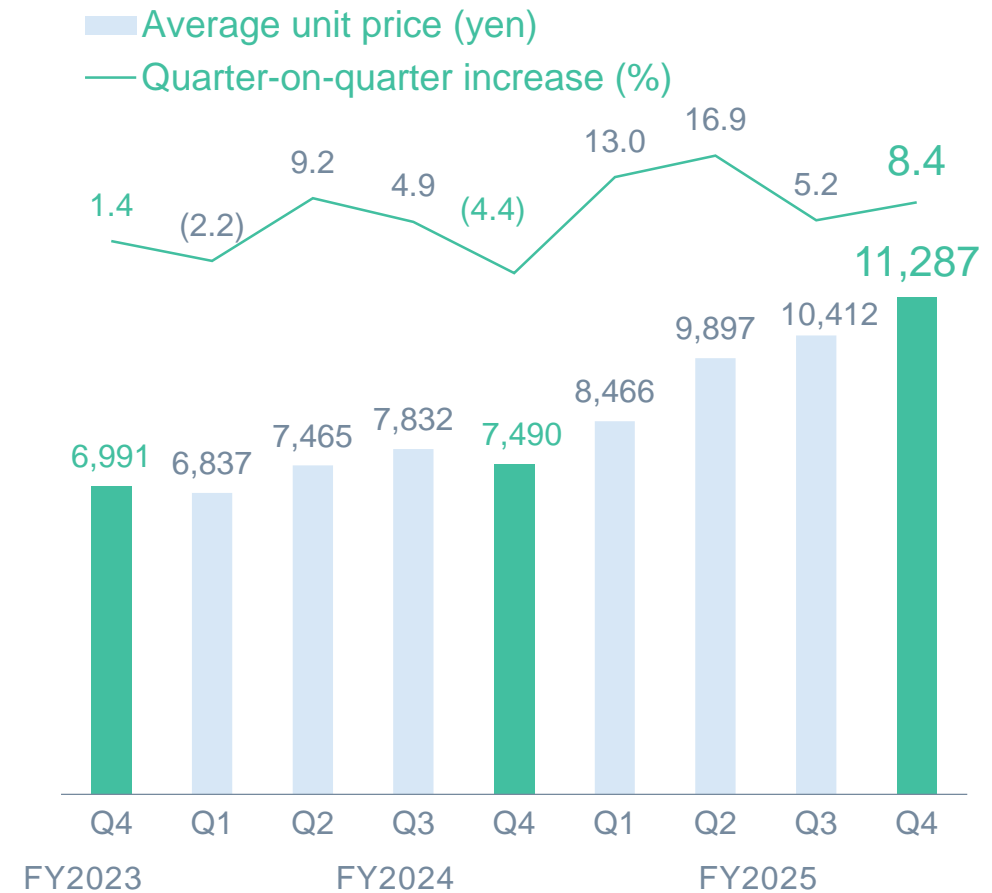
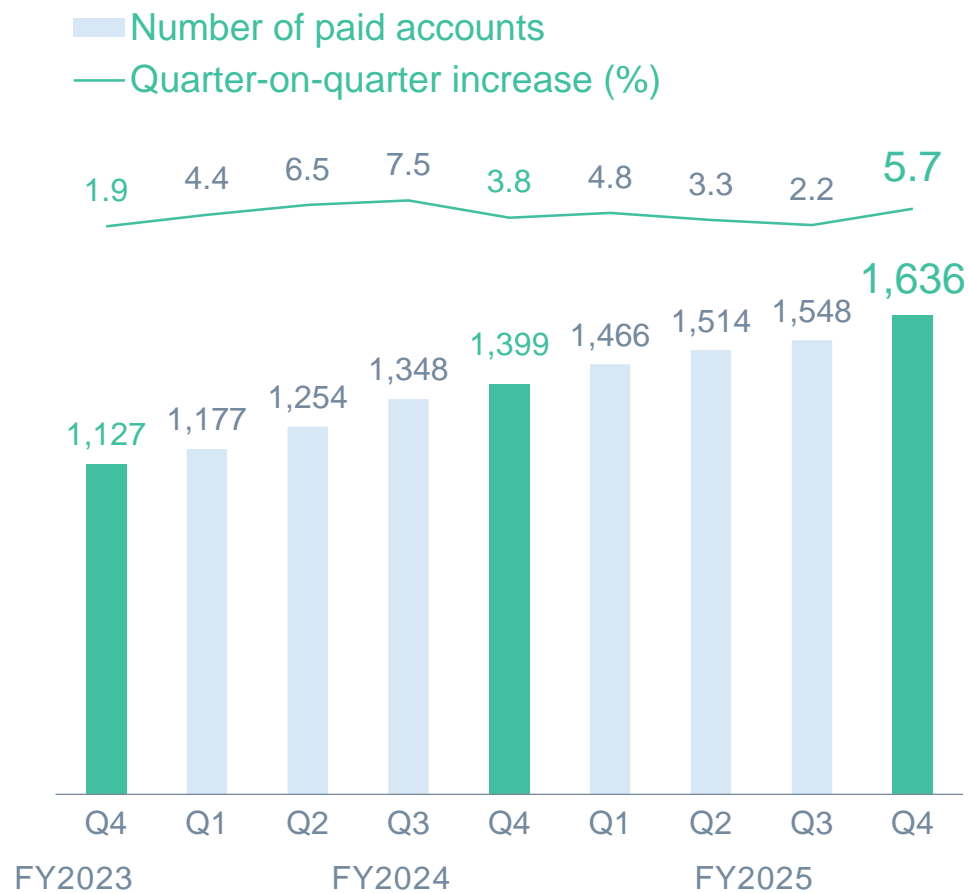
Note: The number of customers under retainer contracts is defined as the number of customers with contracts of at least ¥500,000 per month and in operation for the most recent six consecutive months.

- The number of companies using the paid version declined to 2,451 (down 73 companies or 2.9% 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, resulting in a decrease in the number of companies using the paid version.
- Partly due to the partial downsizing of a large-scale contract, the average unit price per company was ¥11,856 (down 7.8% quarter on quarter; up 19.2% year on year).
- We have begun offering expert-supervised templates to make it easier for users to utilize them.



Tayori | Changes in Number of Paid Accounts

- The number of paid accounts increased for the 20th consecutive quarter to 1,636 (up 88 accounts or 5.7% quarter on quarter).
- The average unit price was ¥11,287 (up 8.4% quarter on quarter), marking a new record high since measurements began. This was supported by an increase in enterprise plan users and new projects, as well as the enhanced value through BPaaS implementation support.



1

Financial Results and Services Trends for Full FY2025

2

Financial Results for the Fourth Quarter of FY2025

3

Services Trends for the Fourth Quarter of FY2025

4

Topics & Reference Information

5

Financial Results Forecasts for FY2026

6

Road to Milestone 2030

社内外の問い合わせ対応を最適化

CX向上と業務効率の改善に

社内 総務・情シス
バックオフィス部門

集中しやすい環境に 自己解決を促進

社外 カスタマーサポート
顧客対応

問い合わせ数を削減 サービス改善にも

AIチャット・FAQ・フォーム
これひとつ！

Tayoriが選ばれる3つのポイント



コストが心配

Tayori

AIチャットボット・FAQ・フォーム

デモ実施中



- As of February 28, 2026, we met all continued listing criteria for the Tokyo Stock Exchange Prime Market.
- By pursuing Milestone 2030, we aim to achieve sustainable growth and further enhance corporate value.

	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 June 2021 (Transition reference date)	46,313	15.7	34.4	740
As of February 28, 2023	48,520	10.2	36.0	190
As of February 29, 2024	48,324	9.3	35.8	100
As of February 28, 2025	48,571	9.5	35.9	50
<u>As of February 28, 2026</u>	<u>51,430</u>	<u>13.6</u>	<u>38.0</u>	<u>140</u>
Fulfillment status	Fulfilled	Fulfilled	Fulfilled	Fulfilled

- Reorganized corporate functions into three areas: Corporate Communications, Finance & Accounting, and Human Resources.
- Restructured PR TIMES' sales structure to optimize customer touchpoints and clarify the value delivered.
- Integrated PR TIMES' development structure to improve customer-focused quality and optimize development speed.
- Established a framework to enhance the value provided by PR TIMES-related services.



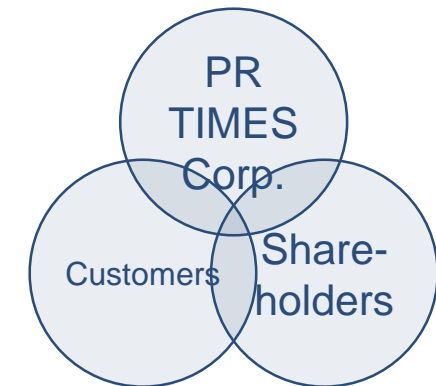
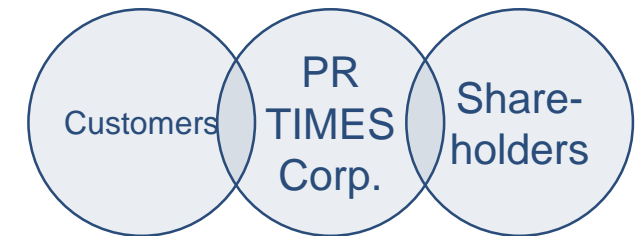
- Marking its sixth year in 2026, the program returned to its original objective of offering experiences uniquely available to PR TIMES shareholders, inviting partner companies that do not offer their own shareholder benefit programs to participate and provide shareholder benefits, including dining vouchers and e-commerce coupons.
- Eligible shareholders are those who held shares as of both August 31, 2025 and February 28, 2026.
- Details will be provided in the “Shareholder Benefit Notice” scheduled to be sent in early May 2026.

Past shareholder benefit items (provided by participating partner companies)

YOHO Brewing Company
Yona Yona Ale Gold Award Gift
(5 varieties, 10 cans; FY2025)



WAKASA SEIKATSU Corporation
Blueberry Dry Gin Berry & Berry, Blueberry Nuts,
Blueberry Eye the BEST, and the Buruburu-kun
mascot (FY2025)



- PR TIMES entered into a two-year partnership with the Los Angeles Dodgers, a Major League Baseball (MLB) team in the National League West Division, covering the 2026–2027 seasons.
- The PR TIMES platform serves as a channel through which we will distribute press releases featuring the latest local news on the Los Angeles Dodgers, extending beyond game information to include various events.
- During the season, promotional activities will take place at Dodger Stadium, including advertising on Reserve Level LED signage and a dedicated booth within the stadium's activation area.



- A record 1,397 Dream press releases—representing corporate “dreams”—were issued, marking a 2.36-fold year-on-year increase.
- A record 285 Dream Partners and 1,149 Dream Spots (as of March 31) were established nationwide, resulting in approximately 350,000 Dream Sakura blossoms across the entire project.
- Dream Spots expanded into everyday, easily accessible locations, including 138 AEON Malls, 332 Hoken Minaoshi Hongo stores, 63 Akachan Honpo stores, and 130 Best Kobetsu tutoring centers nationwide.
- New forms of dream-driven interaction emerged as public figures and professional athletes shared their dreams, with fans and supporters responding in unison to create a cycle of mutual engagement.



- Technology Fast 50 2025 Japan is the Japan edition of Deloitte's global ranking program recognizing high-growth companies in the technology, media, and telecommunications (TMT) industry.
- This is our third recognition in Fast 50, following its previous award in the Technology Fast 50 2022 Japan. In the 2025 edition, PR TIMES recorded 40.3% revenue growth over the past three fiscal years, ranking 50th among all selected companies.

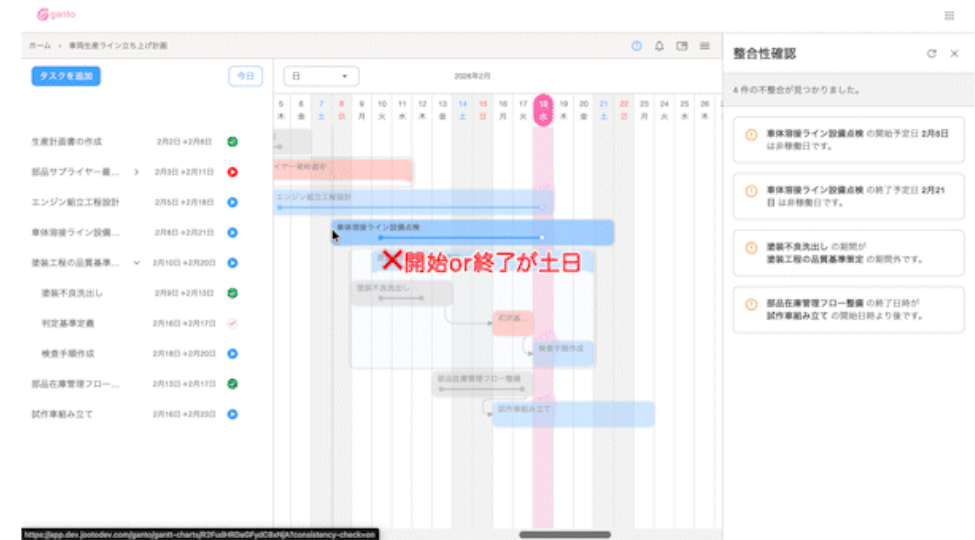


- PR TIMES records page-view volumes approximately ten times higher than those of the world’s largest press release platforms**, making it the most-viewed press release service globally.
- It has been decided to transition from the local Japan domain “prtimes.jp” to the global standard “prtimes.com.” The migration of owned media and related services will begin sequentially in April 2026, with completion scheduled from September 2026 onward.
- The transition will follow a carefully designed technical plan to minimize risks associated with unexpected system failures or sudden fluctuations in search-engine evaluation.

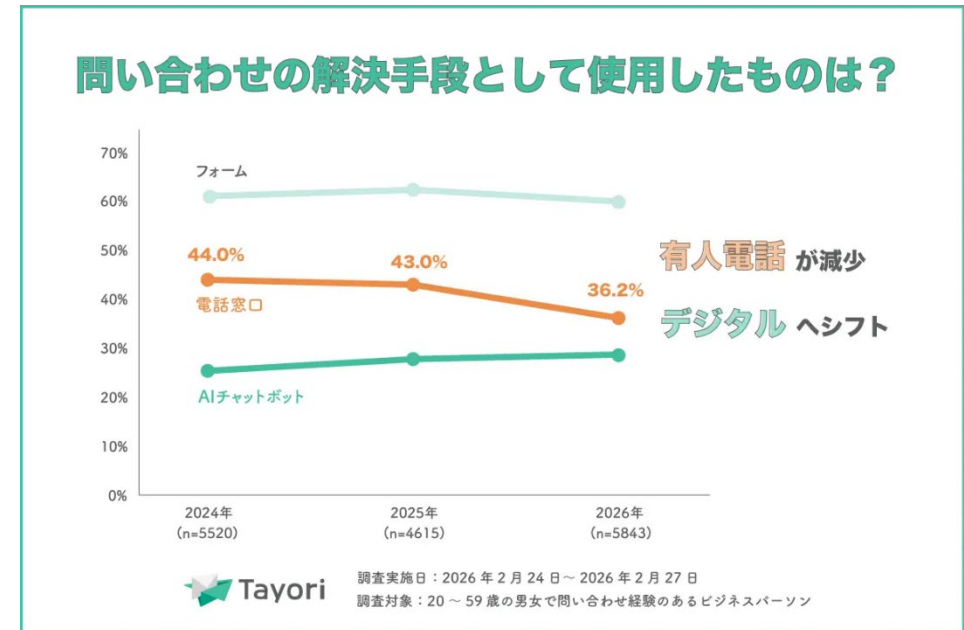
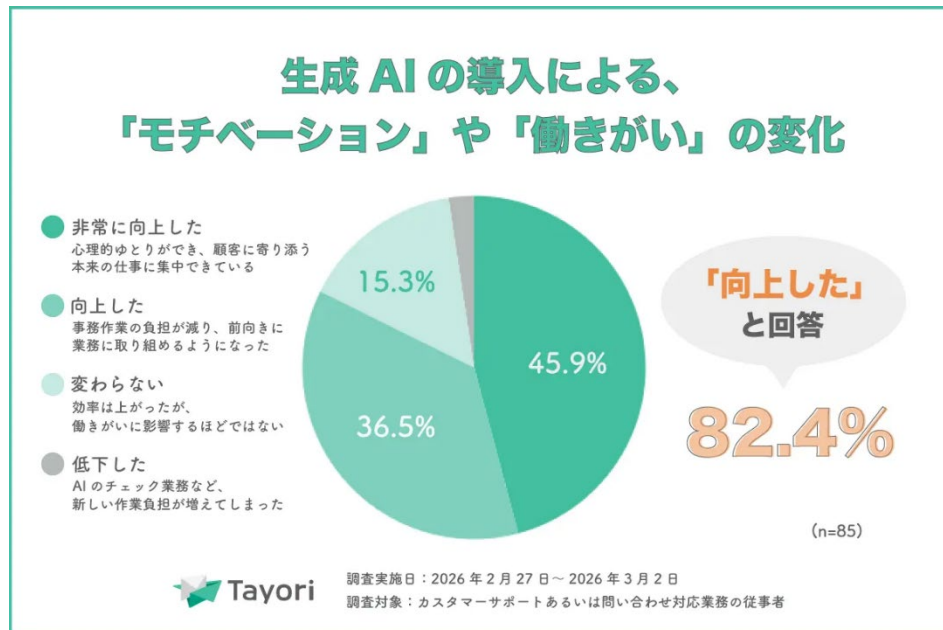
** Based on PR TIMES’ internal analysis as of February 2026. Page-view estimates for the top six global press release service providers by revenue, including PR TIMES, were calculated and compared using Similarweb.



- “Ganto” is a newly developed Gantt chart service within the Jooto platform, which is a task and project management tool.
- The service is designed for managers of mid- to long-term projects, focusing on three key pillars: usability, on-site applicability, and improved planning accuracy.
- Early access began in February 2026, with the official release scheduled for September 2026.



- We conducted the fourth customer support survey, which was launched in 2023. This survey visualizes the real voices of both companies and consumers, and helps improve corporate inquiry operations.
- The findings indicate a shift in the perception of AI—from a job-threatening presence to a partner that enhances work fulfillment—with 82.4% of respondents reporting increased motivation through AI. In addition, consumer inquiry channels show a decline in staffed phone support, with a continued shift toward digital channels such as web forms and chatbots.



- In February 2026, we partnered with Miyazaki City, Hokkaido Broadcasting (HBC), Kushiro City, the Kushiro Chamber of Commerce and Industry, the Akan Society of Commerce and Industry, the Ombetsu Society of Commerce and Industry, Nayoro Shinbunsha, and the Union of Kansai Governments; in April, we renewed our partnership agreement with Fukuoka City.
- We have expanded partnerships for regional information dissemination to a total of 106 entities (across 47 prefectures), including partnerships with 43 regional financial institutions (35 banks and eight shinkin banks), 40 regional media companies, as well as public agencies and local governments (five prefectures, 13 cities and five agencies).



1

Financial Results and Services Trends for Full FY2025

2

Financial Results for the Fourth Quarter of FY2025

3

Services Trends for the Fourth Quarter of FY2025

4

Topics & Reference Information

5

Financial Results Forecasts for FY2026

6

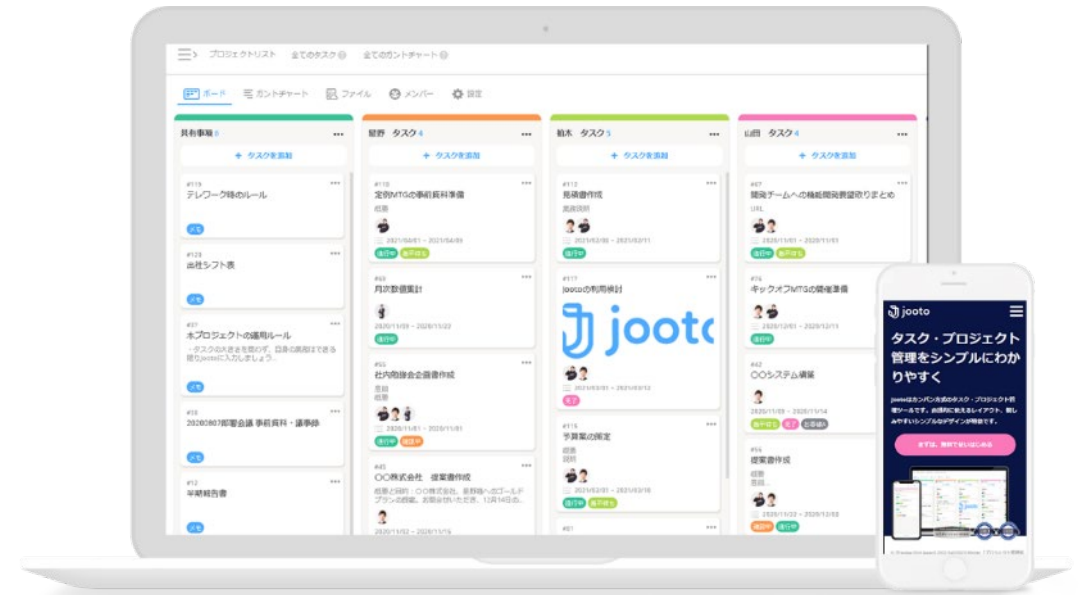
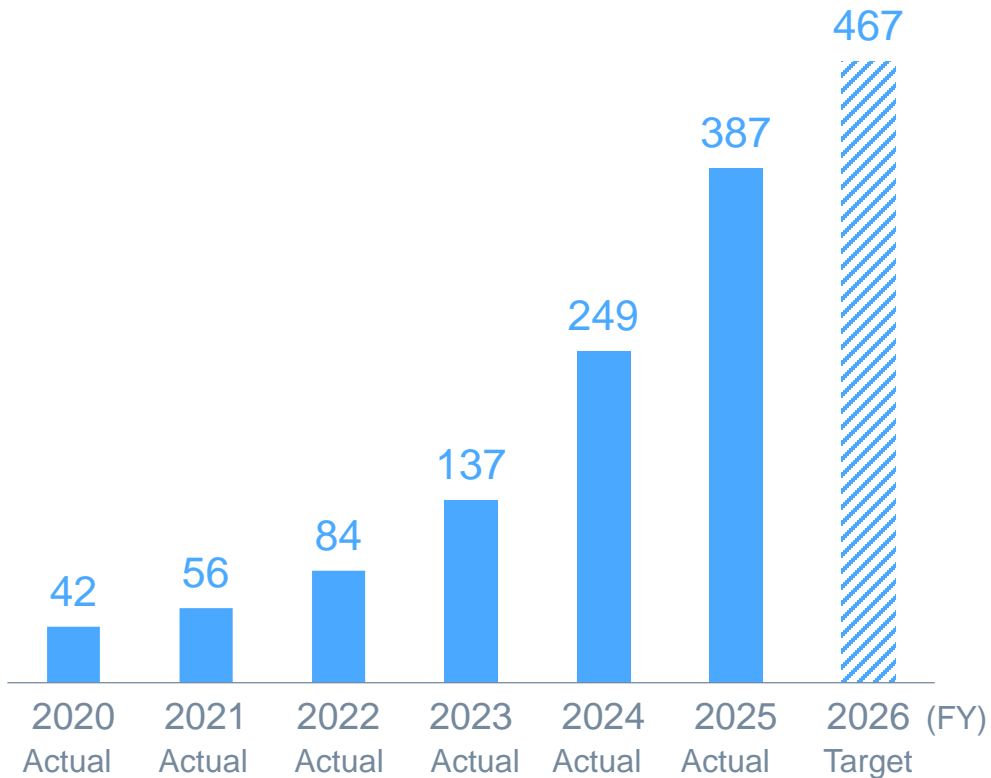
Road to Milestone 2030

- From FY2026 through the subsequent two to three fiscal years, the period is positioned as an investment phase, with net sales targeted to increase by 10.3% and operating profit to decrease by 10.3% year on year.
- Continued evolution and growth of PR TIMES are expected, along with the expansion of related services, including the PR partner business.
- Both Jooto and Tayori are set to achieve 1.2x and 1.4x growth in net sales, respectively, and to return to profitability in operating profit.
- Glucose aims to increase sales to outside the Group; NAVICUS is poised to pursue further sales growth while maintaining a profitable trajectory.

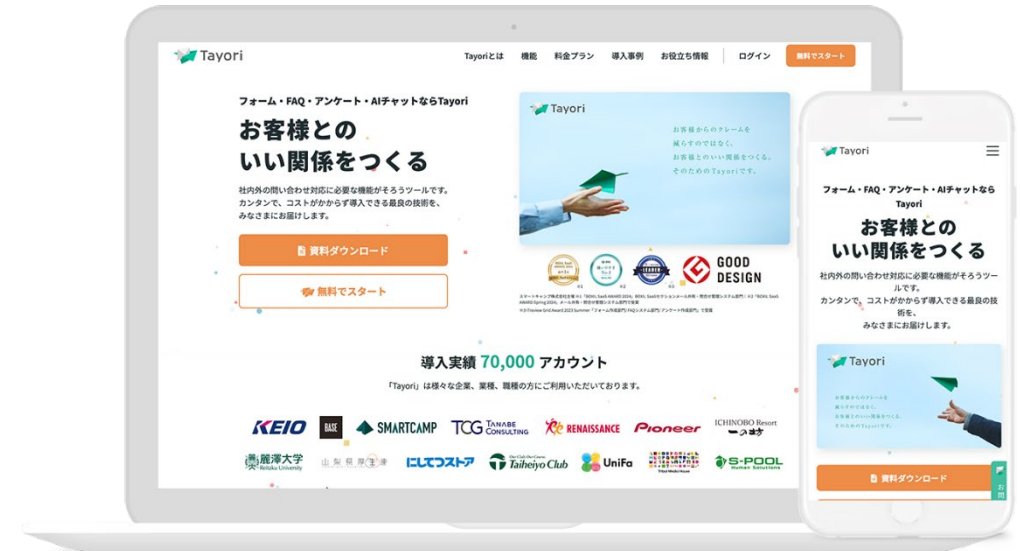
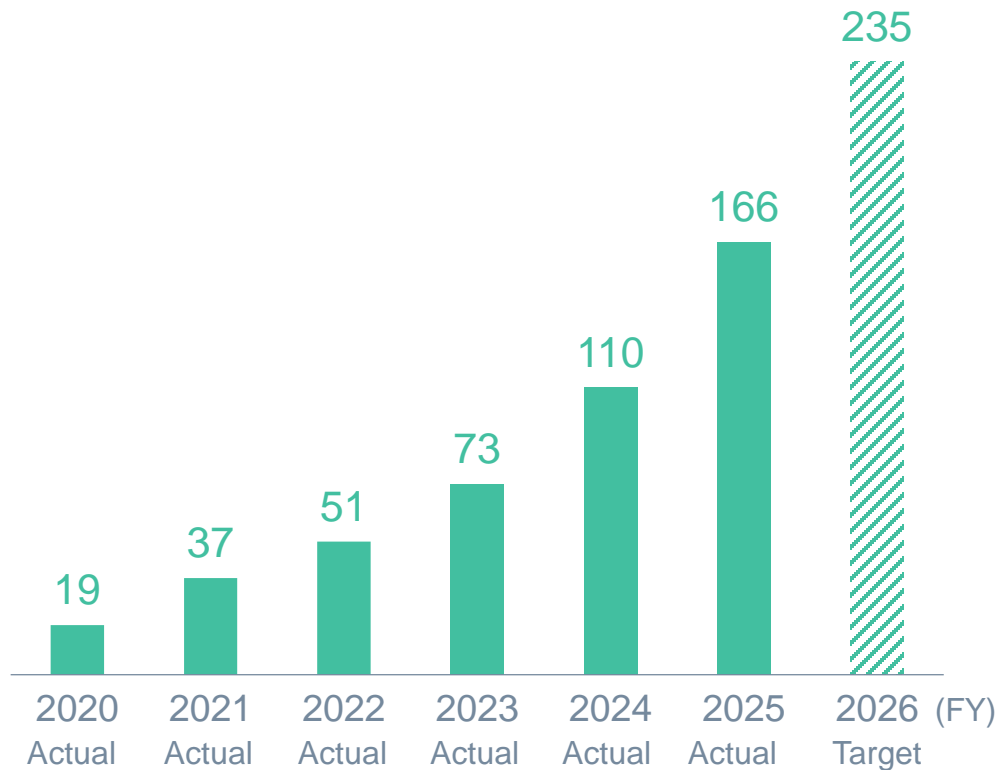
(Millions of yen)	FY2025 full-year results	FY2026 full-year forecasts	Compared with results of the previous fiscal year		Range of forecasts
			Amount	Percentage	
Net sales	9,546	10,844	1,297	113.6%	±5.0%
EBITDA	3,976	3,685	(291)	92.7%	±15.0%
Operating profit	3,622	3,250	(372)	89.7%	±15.0%
[Operating profit ratio]	[38.0%]	[30.0%]	–	[(8.0)%]	–
Profit	2,397	2,200	(197)	91.7%	±15.0%
Annual dividend	¥13.80	¥16.80	¥3.00	121.7%	

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

- Net sales in FY2025 were ¥387 million (1.6x that for the previous fiscal year; 96.9% of target).
- We are targeting net sales of ¥467 million (1.2x that for the previous fiscal year) and an operating profit of ¥12 million (first profitability) for FY2026.



- Net sales in FY2025 were ¥166 million (1.5x that for the previous fiscal year; 91.5% of target).
- We are targeting net sales of ¥235 million (1.4x that for the previous fiscal year) and an operating profit of ¥20 million (first profitability) for FY2026.



1

Financial Results and Services Trends for Full FY2025

2

Financial Results for the Fourth Quarter of FY2025

3

Services Trends for the Fourth Quarter of FY2025

4

Topics & Reference Information

5

Financial Results Forecasts for FY2026

6

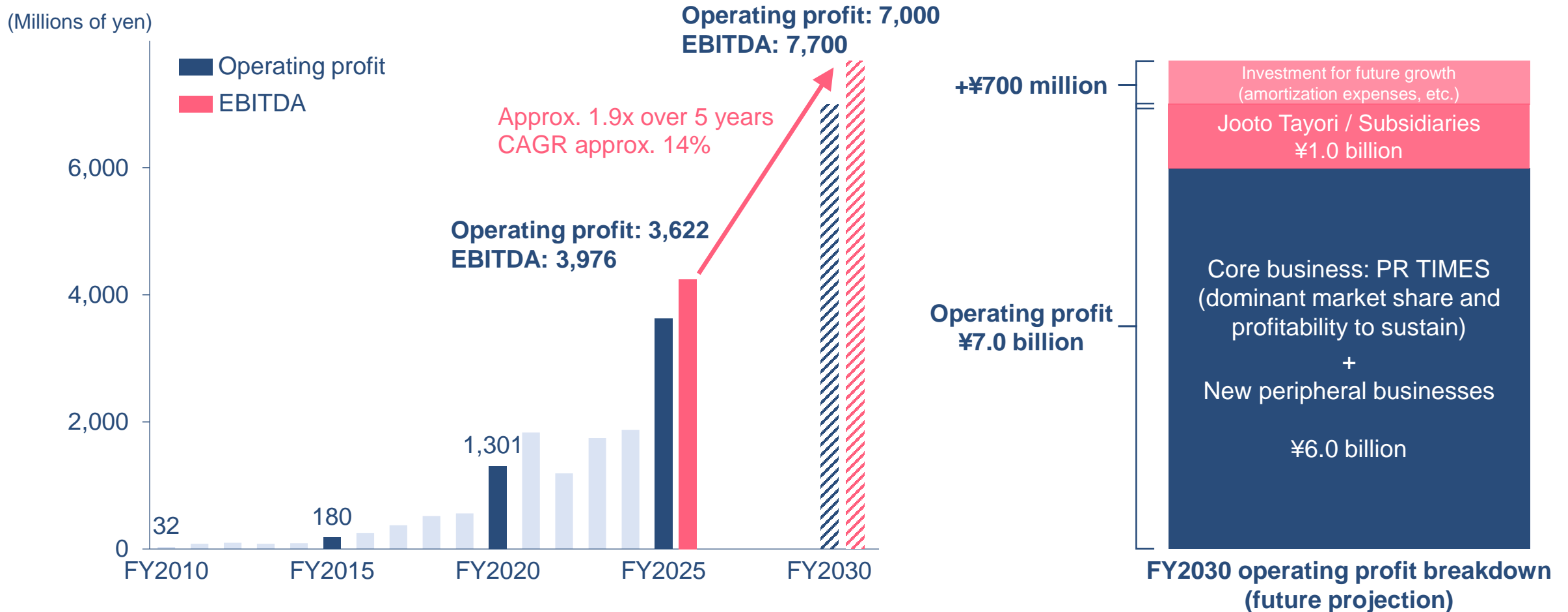
Road to Milestone 2030

Financial Targets for Milestone 2030

Operating profit of ¥7.0 billion and EBITDA of ¥7.7 billion are set as financial targets for FY2030.

The profitability of our core business, which holds a dominant market share, will underpin growth, with investment in new and peripheral areas further accelerated.

In addition, a progressive dividend policy based on a minimum DOE of 2% will be maintained, striking a balance between sustainable growth investment and shareholder returns.



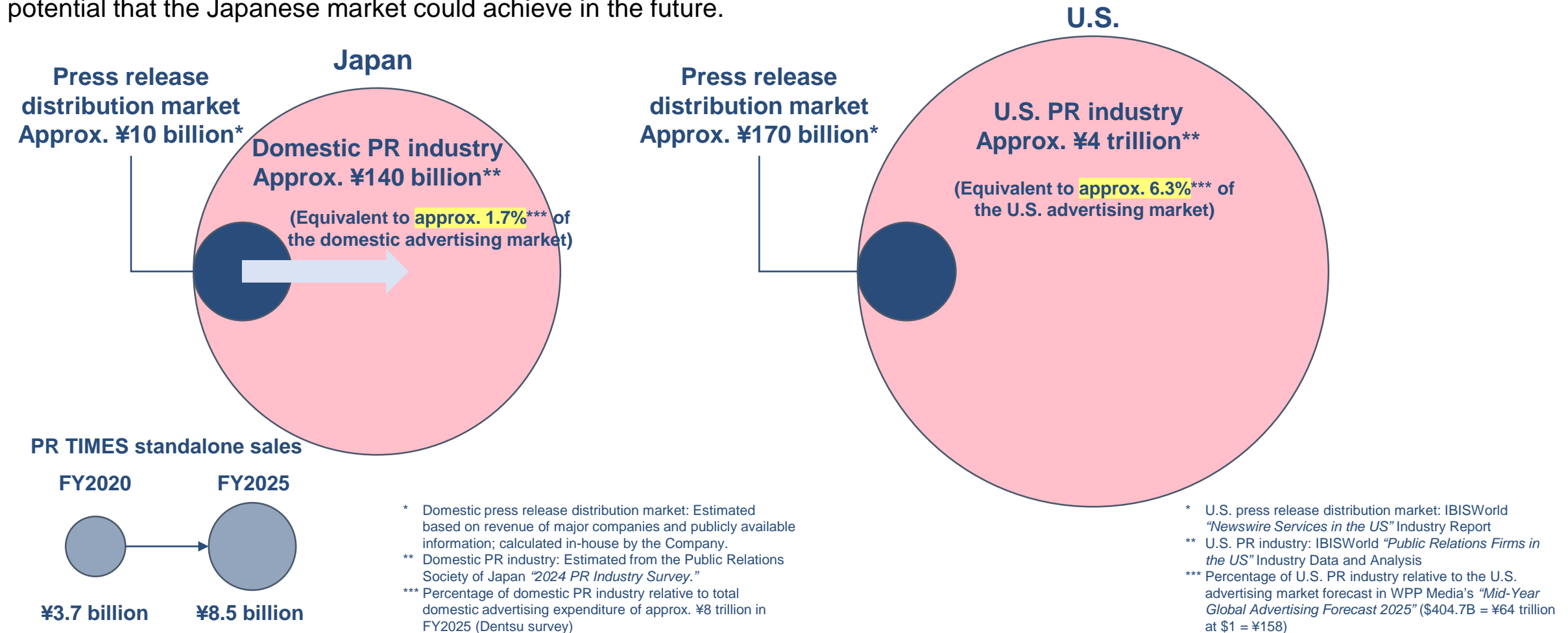
Shifting approach through redefined investment policies and management indicators to realize Milestone 2030.

	Up to 2025	From 2026 onward
Approach	Web platform-driven	Web platform + Work-Transforming services
Service scope	Information-Distributing platform (primarily focused on press release distribution)	Information-Distributing platform + End-to-end support across the PR value chain Action-supporting technology (AI / SaaS)
Growth areas	Dove into the domestic distribution market	<ul style="list-style-type: none"> · PR-peripheral areas (data / practical support) · Business-support SaaS · Global expansion
M&A / Investment	Strengthened foundations and small M&A	Mid- to large-scale focus (targeting markets, human capital, and technology)
Profitability	High profit margins	Maintain PR TIMES' high profitability + Achieve mid-level profitability in new service lines = Maximize total profit contribution
KGI	Operating profit	EBITDA, operating profit
Management Indicators	Net sales growth rate + Operating profit ratio	Net sales growth rate + EBITDA ratio Net sales growth rate + Operating profit ratio
Investment in Talent	Lean, highly efficient business operations	<ul style="list-style-type: none"> · Active hiring and organizational expansion to support expansion into PR-peripheral areas · Building an AI-premised organizational structure · Bold, performance-based returns

Taking the lead in further expanding the press release distribution market while targeting the peripheral domestic PR industry (approx. ¥140 billion) as the next growth domain to scale operations.

Meanwhile, as shifts in consumer information consumption push the traditional advertiser-driven model into a transitional period, PR utilization in Japan remains at an early stage of development.

In the more advanced U.S. market, the PR industry accounts for 6.3% of the advertising market, indicating the significant growth potential that the Japanese market could achieve in the future.



Milestone 2030: Key Targets for Core Business “PR TIMES”

	FY2025 full-year results	FY2030 full-year targets	Assumptions
Number of companies using PR TIMES in Japan	124,813	220,000	
Number of active companies using PR TIMES	46,192	90,000	Definition of active companies: Companies that have distributed at least one press release via PR TIMES within the past 12 months
Percentage of listed companies in Japan using PR TIMES	65.6%	80.0%	
Media utilization rate	44.5%	70.0%	Based on our survey with n>400
Businessperson awareness	Service understanding: 5.2% Company awareness: 17.0%	Service understanding: 10.0% Company awareness: 35.0%	Based on our survey with n>1,000
Number of retainer customers in the PR partner business	15	100	Definition of retainer customers: Customers with retainer contracts ≥ ¥500,000/month and active for the past six consecutive months

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.