Briefing Materials for the Financial Results of First Quarter of Fiscal Year 2026

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

July 14, 2026

Executive Summary

Financial results for first quarter of FY2026	• Net sales increased by 9.7% year on year to ¥2,527 million, reaching a record high for the first quarter. Net sales growth came in below 10% for the first time in 60 quarters since the first quarter of FY2011. • Overall, progress was broadly in line with plan, although net sales were slightly behind. Progress against full-year forecasts stood at 23.3% for net sales, 27.0% for EBITDA, and 27.1% for operating profit (24.1%, 23.9%, and 24.4%, respectively, in the same period of the previous fiscal year). Progress against first-half forecasts stood at 48.7% for net sales, 52.6% for EBITDA, and 53.3% for operating profit (49.3%, 46.5%, and 46.7%, respectively, in the same period of the previous fiscal year).
Services trends	• The number of PR TIMES press releases increased by 12.8% year on year to 127,358. • The number of companies using Jooto’s paid version was 2,456 (up 0.2% quarter on quarter), while the average unit price was ¥11,498 (down 3.0% quarter on quarter). • The number of Tayori’s paid accounts was 1,618 (down 1.1% quarter on quarter), while the average unit price was ¥10,169 (down 9.9% quarter on quarter).
Topics	• At the 21st Annual General Meeting of Shareholders held on May 27, Takatsugu Suzuki, former President of en Japan Inc., was elected as an outside Director. Independent outside Directors now account for 60% of the Board of Directors (three of five Directors). • The 2026 edition of the “Connecting Customers and Shareholders” shareholder benefit program offers a selection of benefit items from 85 companies, pursuing opportunities for discovery unique to our shareholder benefit program. The application rate improved further to a record high of 94.7% (up 1 percentage point year on year).
Road to Milestone 2030	• Our medium-term management goals, “Milestone 2030,” target ¥7.0 billion in operating profit and ¥7.7 billion in EBITDA; we will drive bold growth over the medium to long term through an investment phase spanning two to three fiscal years beginning in FY2026.

Financial Results for the First Quarter of FY2026

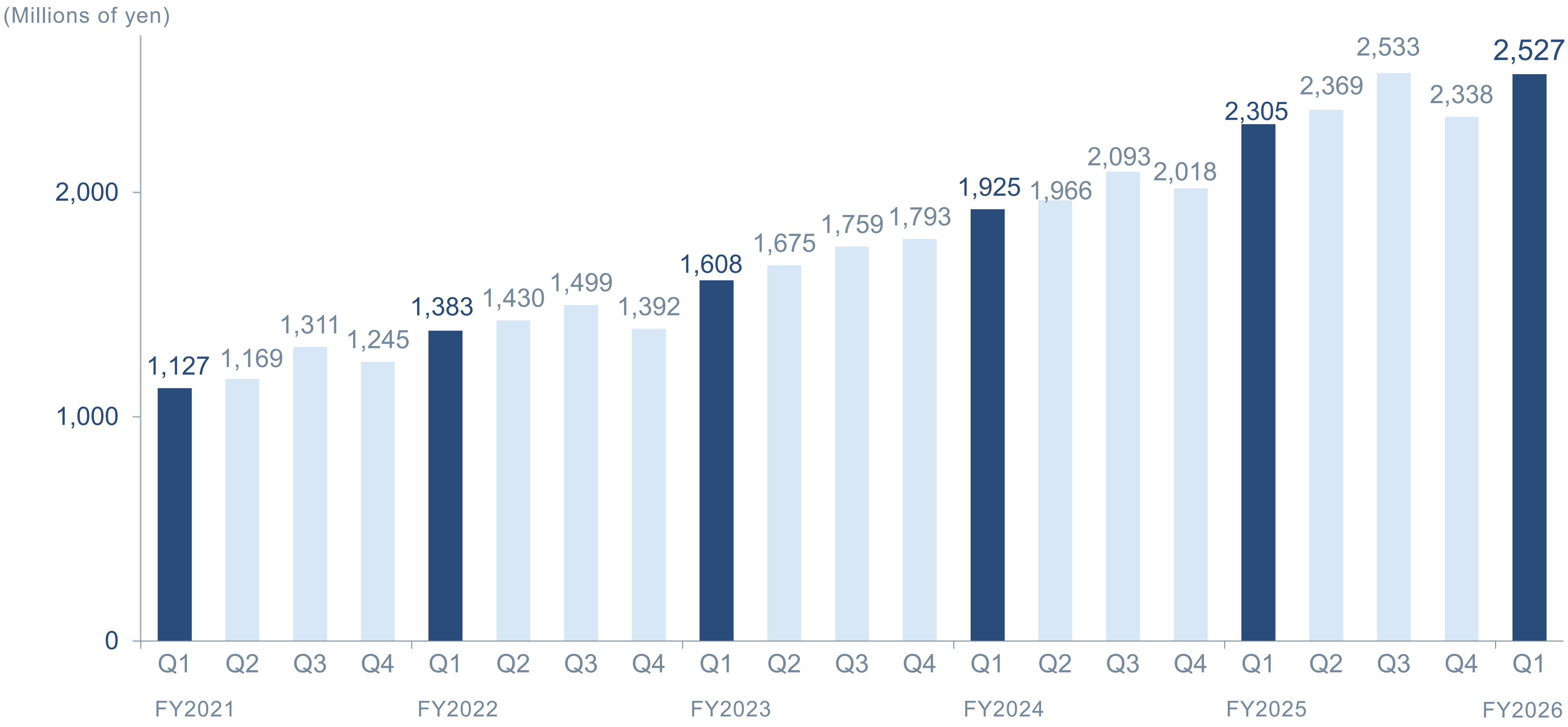
- We posted net sales of ¥2,527 million (109.7% year on year; 108.1% quarter on quarter), EBITDA of ¥994 million (104.7% year on year; 132.9% quarter on quarter), and operating profit of ¥880 million (99.6% year on year; 139.1% quarter on quarter).

	FY2025				FY2026	Year on Year	Quarter on Quarter
(Millions of yen)	Q1	Q2	Q3	Q4	Q1	(YonY)	(QonQ)
Net sales	2,305	2,369	2,533	2,338	2,527	109.7%	108.1%
Gross profit	1,940	1,995	2,147	1,974	2,172	112.0%	110.0%
[Gross profit ratio]	[84.2%]	[84.2%]	[84.7%]	[84.4%]	[85.9%]	–	–
SG&A expenses	1,056	986	1,048	1,341	1,292	122.2%	96.3%
EBITDA	949	1,093	1,185	748	994	104.7%	132.9%
Operating profit	883	1,008	1,098	632	880	99.6%	139.1%
[Operating profit ratio]	[38.3%]	[42.6%]	[43.3%]	[27.1%]	[34.8%]	–	–
Profit	572	699	750	374	604	105.6%	161.2%

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

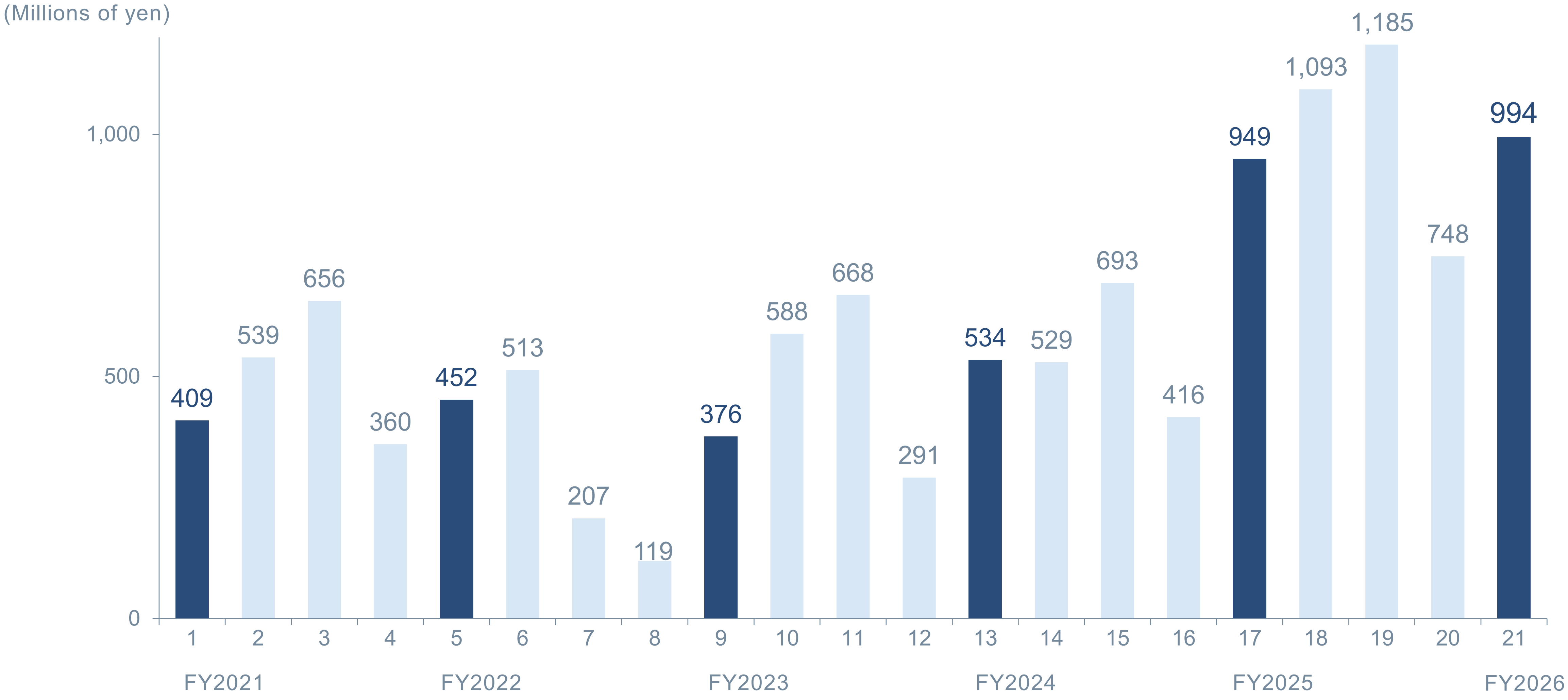
Changes in Quarterly Net Sales

- Net sales reached a record high for a first quarter, but remained below the all-time high set in the third quarter of FY2025.



Changes in Quarterly EBITDA

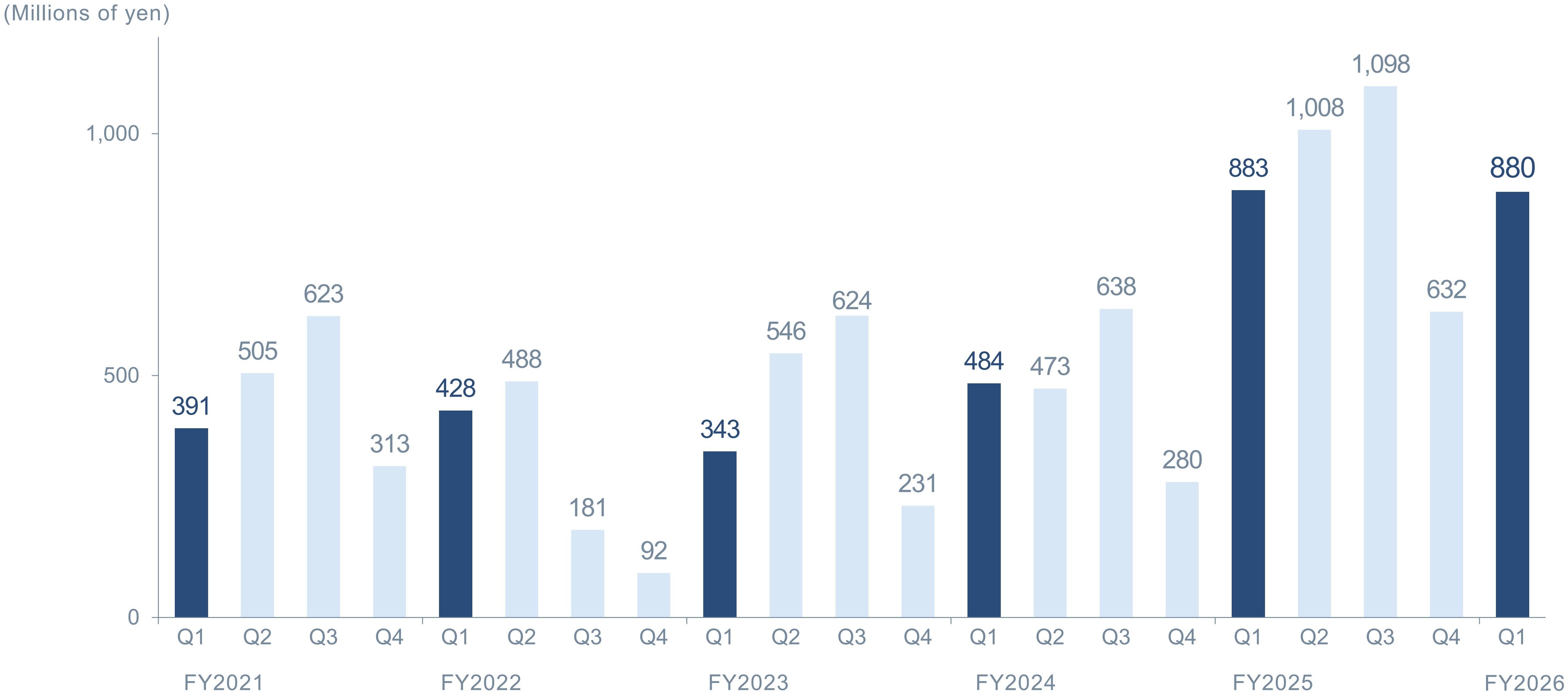
- EBITDA reached a record high for the first quarter.



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

Changes in Quarterly Operating Profit

- Operating profit continued on a solid growth trajectory while absorbing investments.



Breakdown and Ratios of Quarterly SG&A Expenses

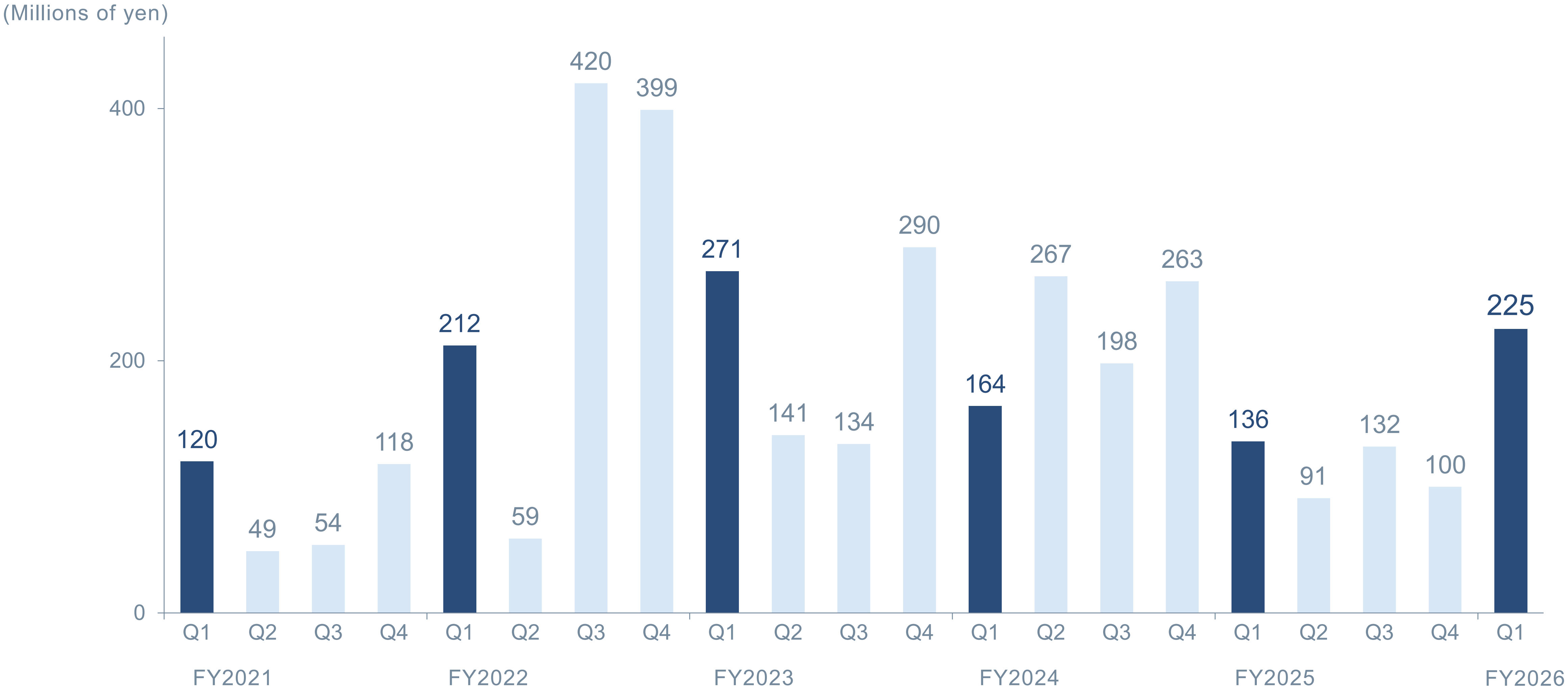
- S&M included “April Dream” initiatives and a partnership agreement with the Los Angeles Dodgers.
- R&D expenses reflected continued development of existing services.
- G&A has consistently remained below 10% of net sales.

	FY2025								FY2026	
	Q1		Q2		Q3		Q4		Q1	
(Millions of yen)	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	2,305	100.0%	2,369	100.0%	2,533	100.0%	2,338	100.0%	2,527	100.0%
Cost of sales	364	15.8%	373	15.8%	386	15.3%	364	15.6%	355	14.1%
S&M	726	31.5%	660	27.9%	714	28.2%	901	38.6%	882	34.9%
R&D	158	6.9%	171	7.3%	175	6.9%	246	10.6%	196	7.8%
G&A	171	7.5%	154	6.5%	159	6.3%	193	8.3%	213	8.4%
Operating profit	883	38.3%	1,008	42.6%	1,098	43.3%	632	27.1%	880	34.8%

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.

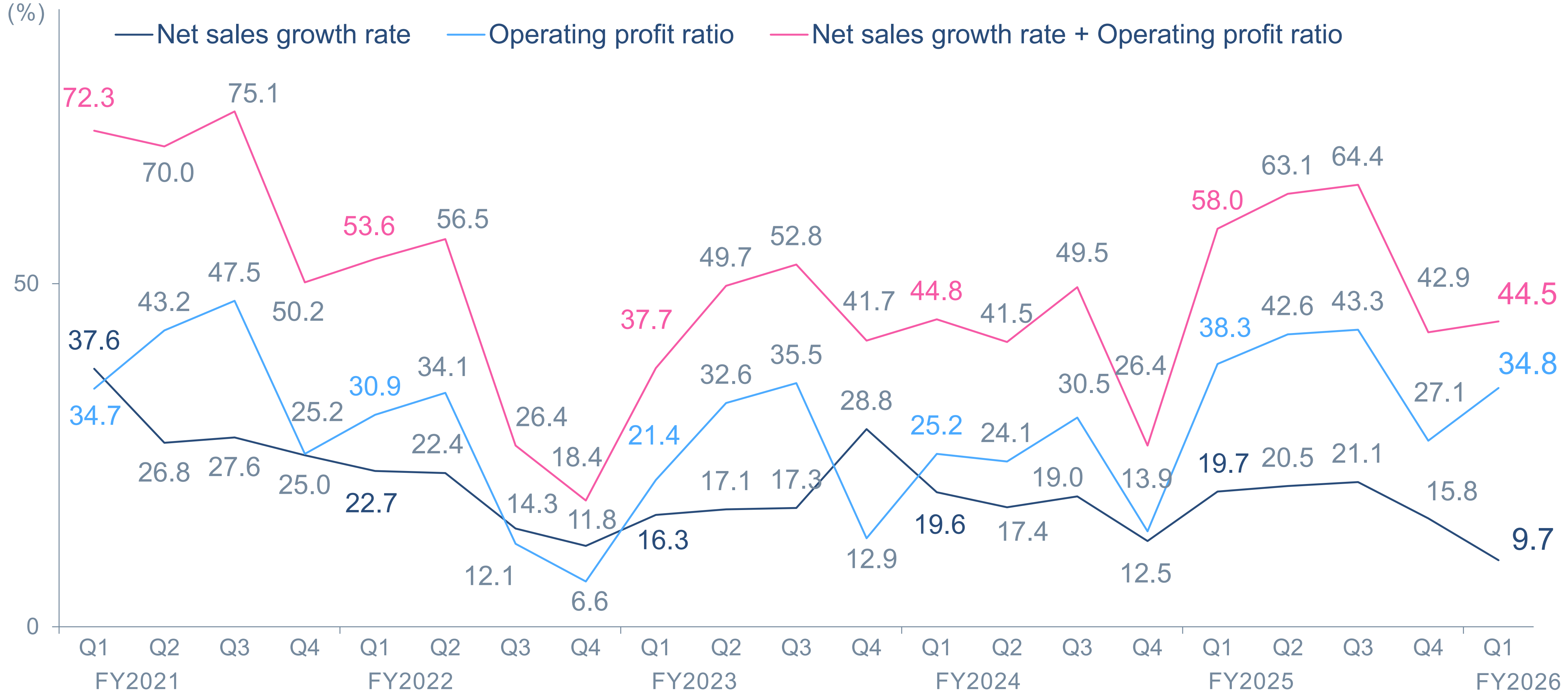
Changes in Quarterly Advertising Expenses

- Advertising expenses totaled ¥225 million (up 65.5% year on year).



Changes in Net Sales Growth Rate and Operating Profit Ratio

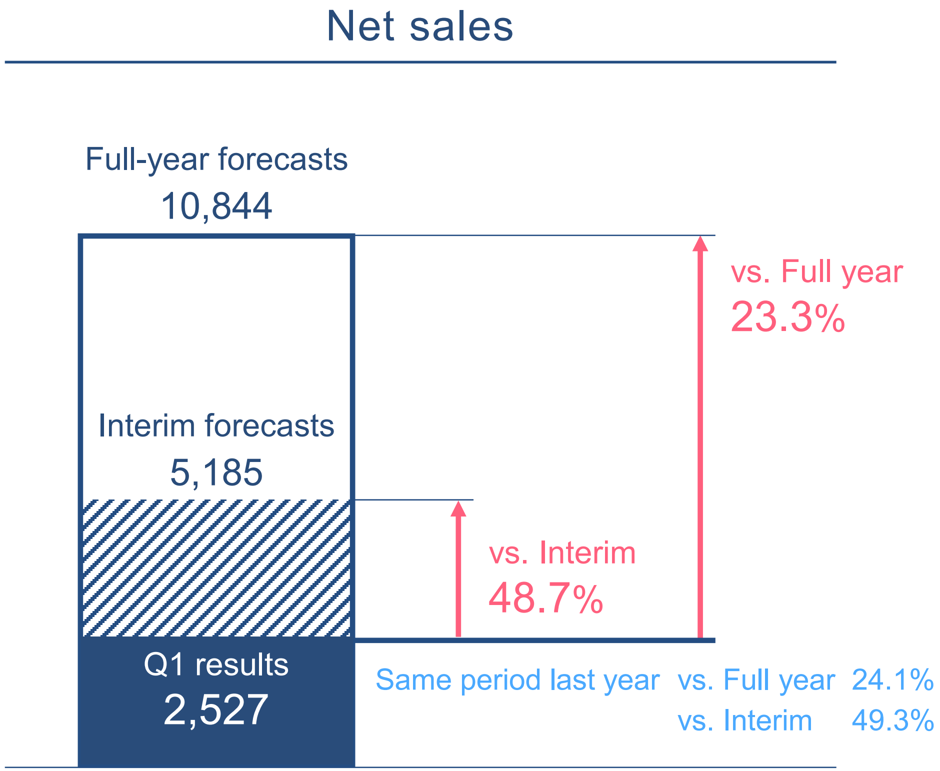
- Although the net sales growth rate fell below 10% for the first time in 60 quarters since the first quarter of FY2011, the sum of the net sales growth rate and operating profit ratio remained high at 44.5%.
- Going forward, by driving aggressive yet disciplined investment, we will continue to pursue both sustainable growth and profit expansion.

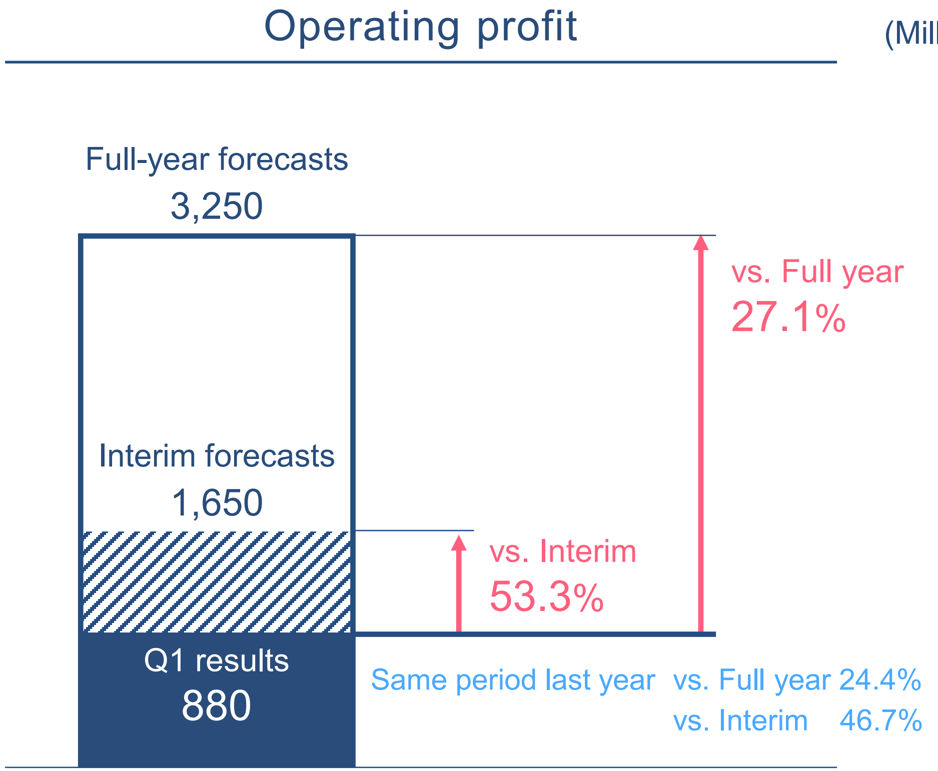


Progress of Financial Results Forecasts for FY2026

- Overall, progress was broadly in line with plan, although net sales were slightly behind. Progress against full-year forecasts stood at 23.3% for net sales and 27.1% for operating profit (24.1% and 24.4%, respectively, in the same period of the previous fiscal year). Progress against first-half forecasts stood at 48.7% for net sales and 53.3% for operating profit (49.3% and 46.7%, respectively, in the same period of the previous fiscal year).

(Millions of yen)





Balance Sheet

- Quarter on quarter, cash and deposits and current liabilities decreased due to income tax payments, while contract liabilities increased due to growth in the number of contracts for term plans.
- ROE stood at 29.2% and ROA at 24.7%, both remaining at high levels.

(Millions of yen)	As of May 31, 2025	As of February 28, 2026	As of May 31, 2026	Year on Year	Quarter on Quarter
Current assets	7,001	9,608	9,134	130.5%	95.1%
Of which, cash and deposits	5,913	8,308	7,906	133.7%	95.2%
Non-current assets	1,639	1,976	1,866	113.8%	94.4%
Of which, goodwill	87	64	56	64.7%	88.0%
Total assets	8,640	11,584	11,000	127.3%	95.0%
Current liabilities	1,287	2,308	1,454	113.0%	63.0%
Of which, contract liabilities	358	351	443	123.5%	126.0%
Non-current liabilities	1	0	0	48.9%	79.0%
Net assets	7,351	9,275	9,545	129.8%	102.9%
ROA	17.4%	24.2%	24.7%	–	–
ROE	20.7%	30.0%	29.2%	–	–

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


jooto
by PRTIMES
2,600社以上の企業で有料導入
SEKISUI
LIXIL
ALBION
AI・デジタルの力で
ヒトの力で
お客様からの
自動化・外部連携
AIタスク診断
チャットボット
フォーム
LEADER
2026

PR TIMES Business Highlights

https://prtimes.jp

Companies	Number of companies using PR TIMES	129,233
	Percentage of listed companies in Japan using PR TIMES	65.8% (2,645 out of 4,018 companies)
	Number of press releases	46,645 per month (Oct. 2025)
Media	Delivery media list	11,075 media
	Number of media users	29,853 persons
	Number of partner media	270 media
Consumers	Number of site views	89.84 million page views per month (Aug. 2023)
	Social media accounts	Facebook 127,934 X (formerly Twitter): 510,247
	Number of individual users	276,173 persons

*As of May 31, 2026

Publicity Achievements (Q1 FY2026)

- The number of publicity for the first quarter of FY2026 reached 130 releases across 99 media (136.8% 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 5 releases across 5 media

TBS「ひるおび」｜テレビ岩手｜TOKYO MX「Wake Up 7」｜ひまわりテレビ｜フジテレビ「めざましテレビ」

Magazines 13 releases across 11 media

SC JAPAN TODAY｜企業と広告｜月刊事業構想｜月刊セレクト｜広報会議｜CALL CENTER JAPAN｜財界さっぽろ｜サンキュ！｜日刊放送ジャーナル｜ふくおか経済｜福岡商工会議所 会報誌

Newspapers 46 releases across 35 media

秋田魁新報｜朝日新聞｜神奈川新聞｜河北新報｜北國新聞｜北日本新聞｜岐阜新聞｜京都新聞｜釧路新聞｜神戸新聞｜The Bunka News｜産経新聞｜山陽新聞｜静岡新聞｜信濃毎日新聞｜新聞情報 すぺしある版｜総合報道｜中国新聞｜中日新聞｜富山新聞｜奈良政経新聞｜西日本新聞｜日刊県民福井｜日経MJ｜日本外食新聞｜日本経済新聞｜日本設備工業新聞｜日本ネット経済新聞｜日本流通産業新聞｜福井新聞｜北陸中日新聞｜毎日新聞｜山形新聞｜雪国新聞｜読売新聞

Web 66 releases across 48 media

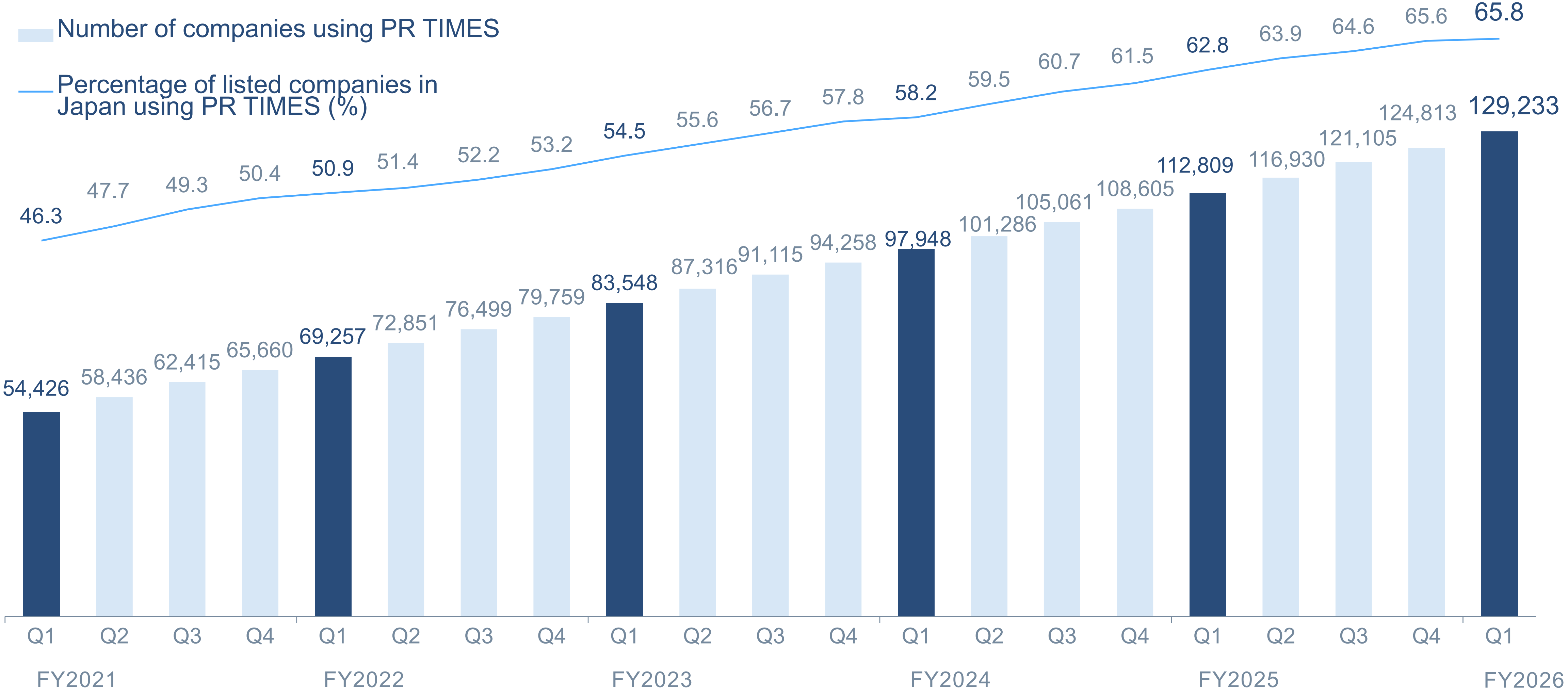
RTB SQUARE｜ASCII STARTUP｜アドクロ｜AdverTimes.｜YES NEWS｜いこーよ｜Web担当者Forum｜Kiss PRESS｜共同通信OVO｜共同通信ビードット｜号外NET 津市｜号外NET 海老名市・座間市・綾瀬市｜koubo｜越谷雑談 がやてっく｜SIGN NEWS SITE｜湘南人｜syncAD｜仙台つーしん｜D2C・DXニュース｜鉄道チャンネル｜展示会ドットコム｜tokyo chips｜トラベラーズライフハック｜TRADER'S WEB｜日経クロストレンド｜PR EDGE｜PRマガジン｜HintClip｜FISCO｜Forbes JAPAN｜福岡のニュース｜プリント＆プロモーション｜ProductZine｜文化通信デジタル｜VOIX｜VOIX edu｜VOIX money｜マイナビニュース｜まいぷれ「千葉市」｜マイベストプロ北海道｜マガジンサミット｜ミスターガジェット｜Media Innovation｜盛岡経済新聞｜Yahoo!ニュース（エキスパート）｜YOUTRUST Studio｜Universal OOH｜レイルラボ

- 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 2026 to May 2026; media names listed in Japanese alphabetical order)

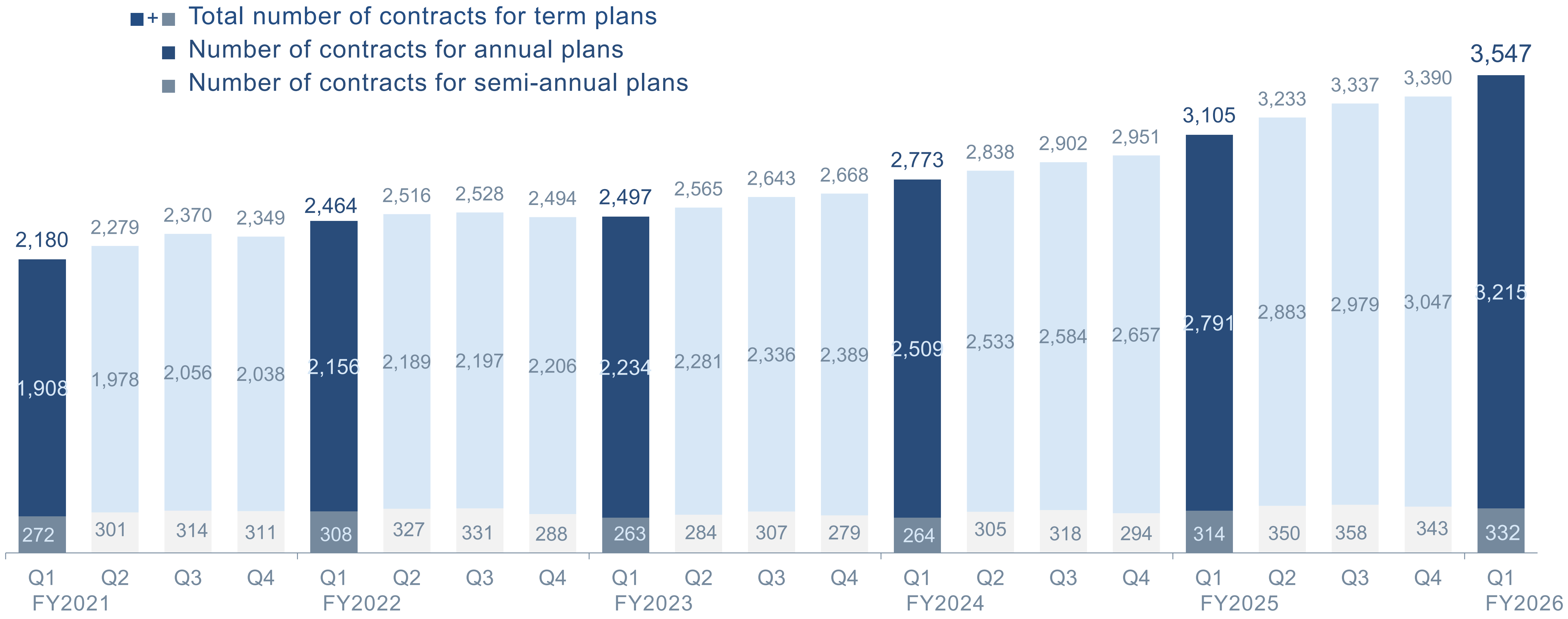
PR TIMES | Changes in Number of Companies Using PR TIMES

- The number of companies using PR TIMES reached 129,233 (up 16,424 companies year on year; up 4,420 companies quarter on quarter).
- 65.8% (2,645 out of 4,018) of all listed companies used PR TIMES.



PR TIMES | Number of Contracts for Term Plans

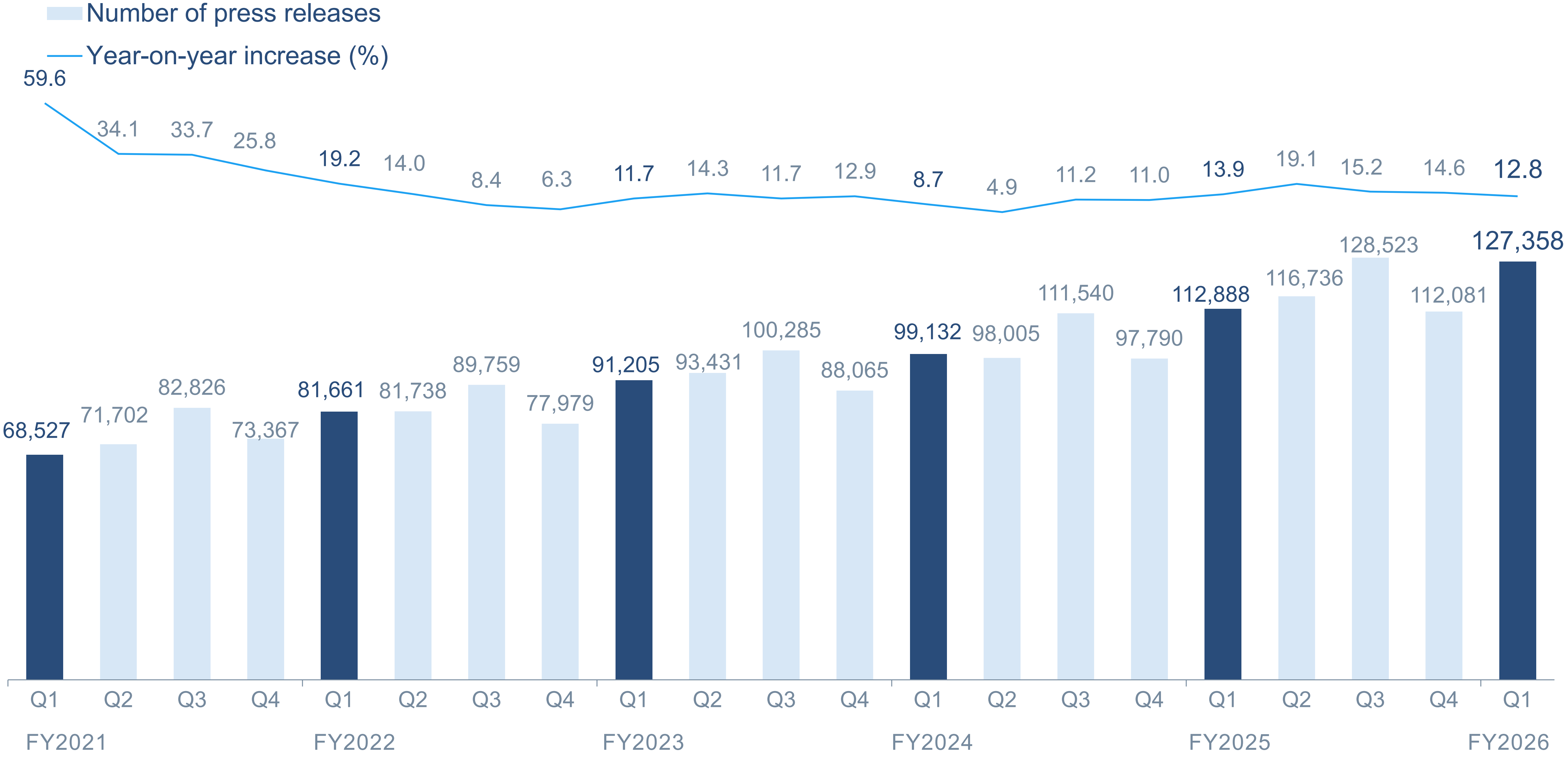
- The total number of contracts for term plans is 3,547 (up 442 companies or 14.2% year on year), including 3,215 companies under annual plans (up 424 companies or 15.2% year on year) and 332 companies under semi-annual plans (up 18 companies or 5.7% year on year).



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.

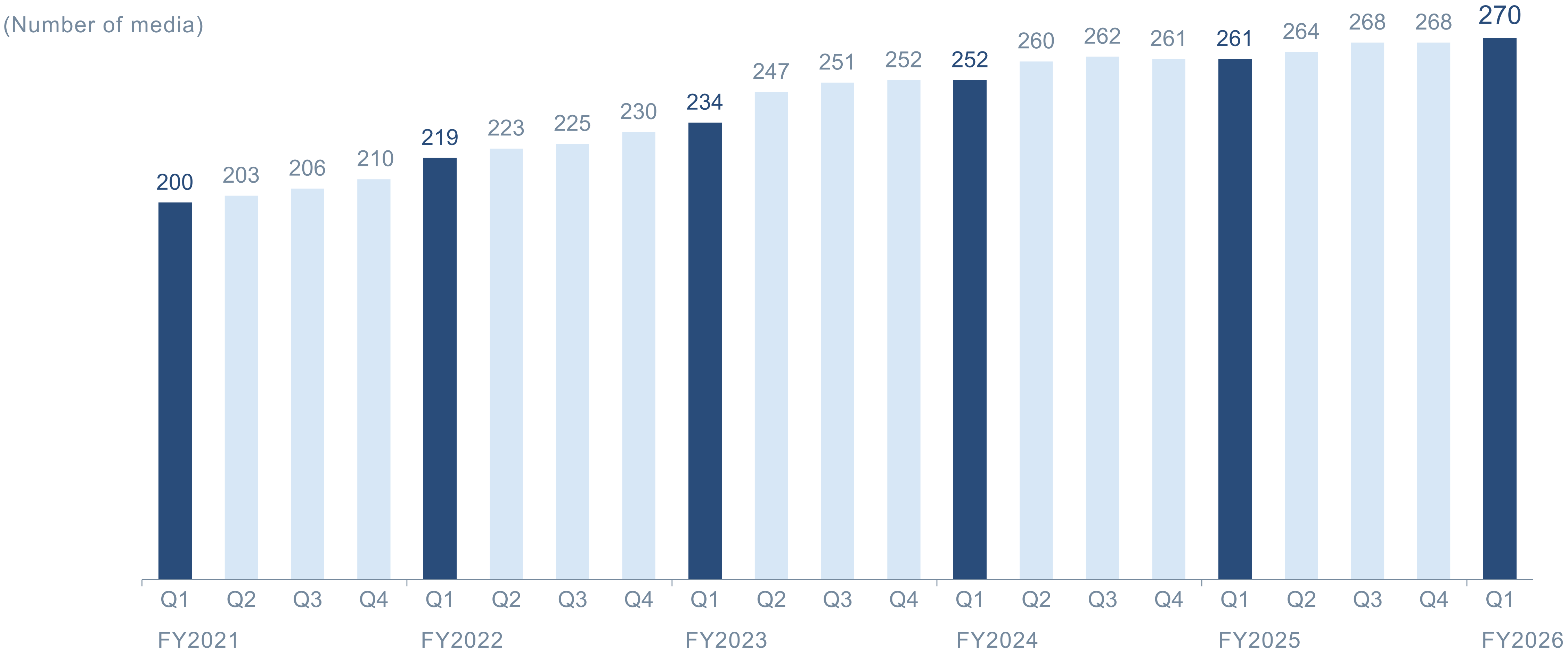
PR TIMES | Changes in Number of Press Releases

- The number of press releases was 127,358 (up 12.8% year on year; up 13.6% quarter on quarter). The year-on-year increase rate remained in the 10% range.



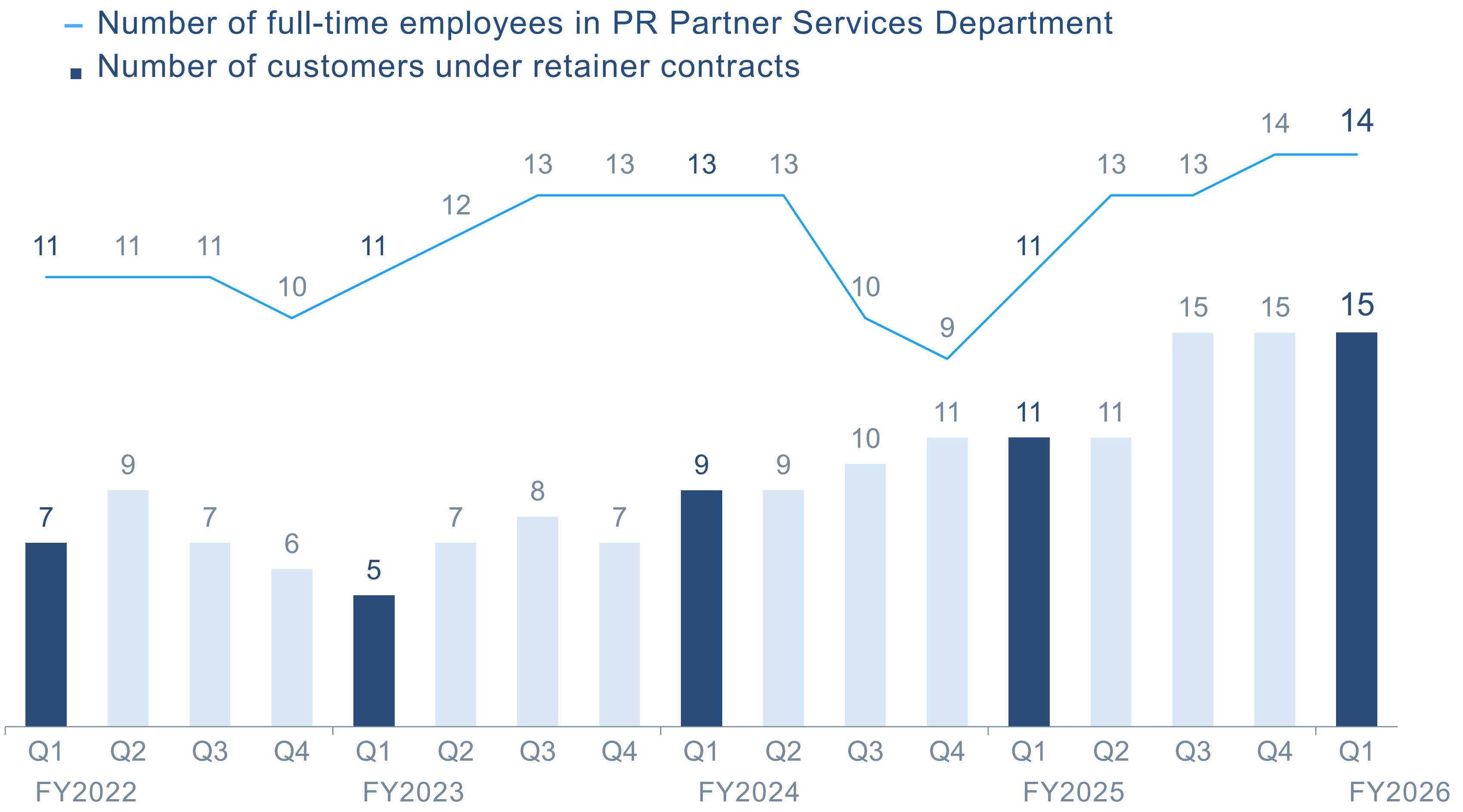
PR TIMES | Changes in Number of Partner Media

- The number of partner media was 270 (5 media added, 3 media decreased).



PR Partner Services | Number of Customers under Retainer Contracts

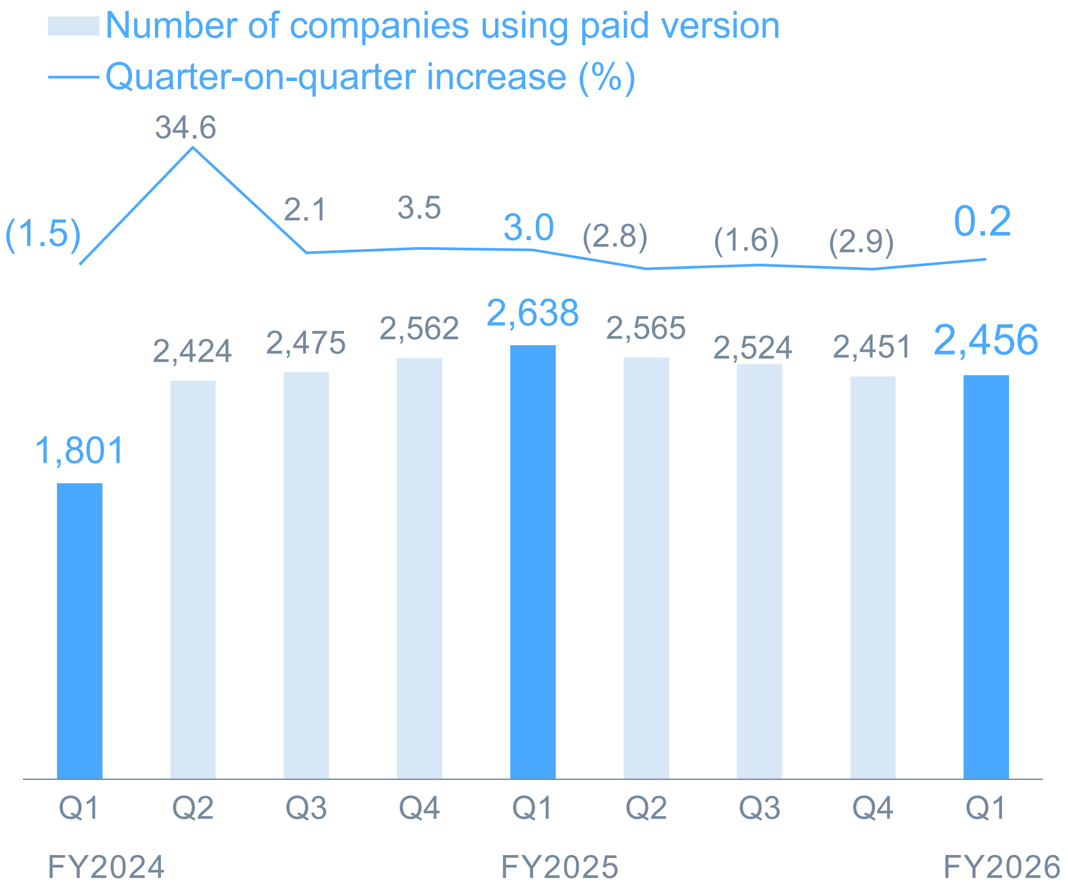
- Net sales in the first quarter decreased by 16.8% year on year, reflecting recent reductions in event scale and lost orders.
- The number of customers under retainer contracts and the number of full-time employees remained flat.

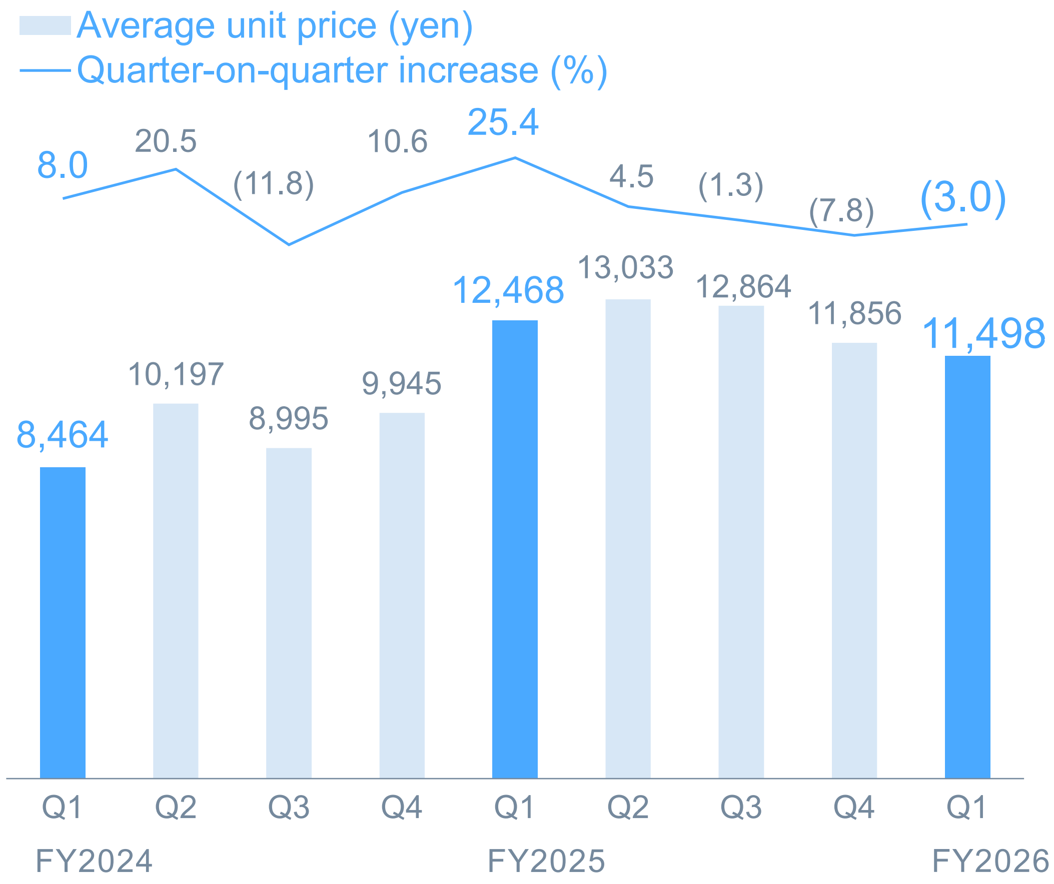


Note: The number of customers under retainer contracts is defined as the number of customers with contracts of at least ¥500,000 per month and in operation for the most recent six consecutive months.

Jooto | Changes in Number of Companies Using Paid Version

- The number of companies using the paid version increased to 2,456 (up 5 companies or 0.2% quarter on quarter). The transition to the new plan began in July 2026.
- Partly due to the partial downsizing of a large-scale contract, the average unit price per company was ¥11,498 (down 3.0% quarter on quarter; down 7.8% year on year).

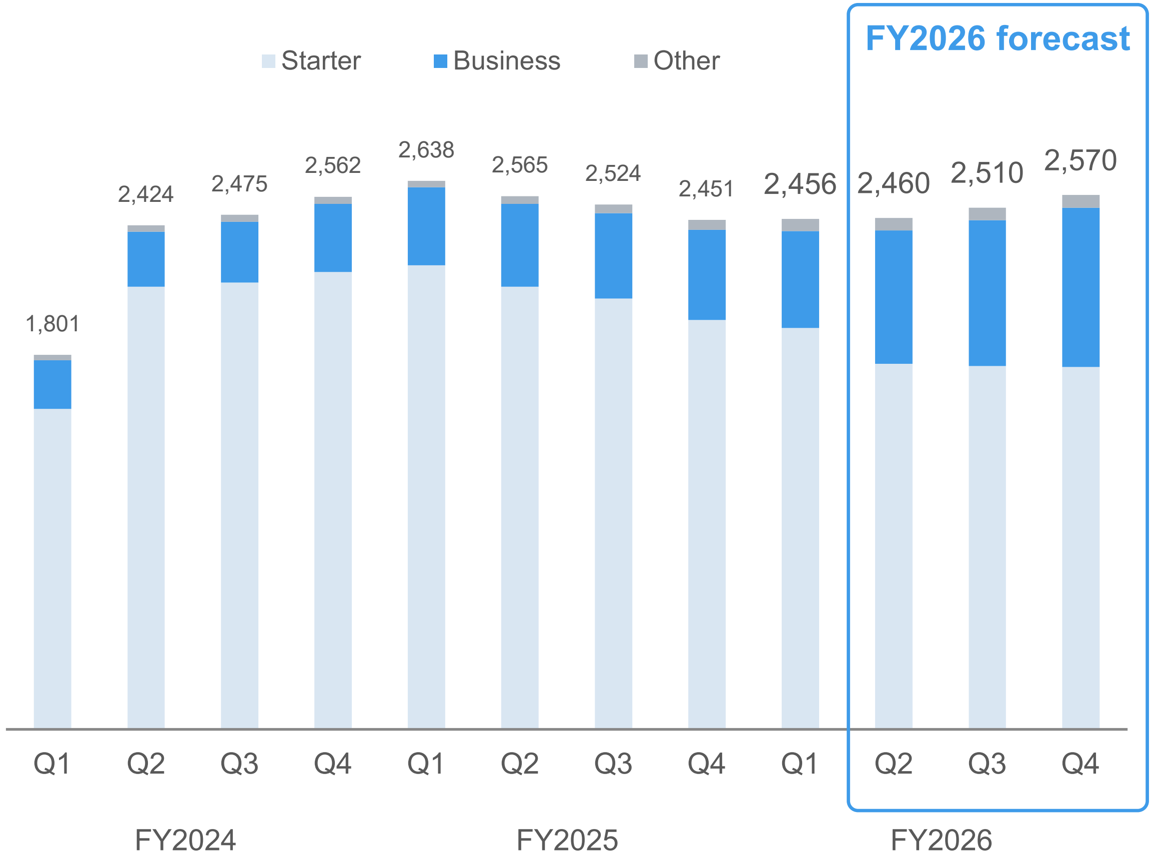




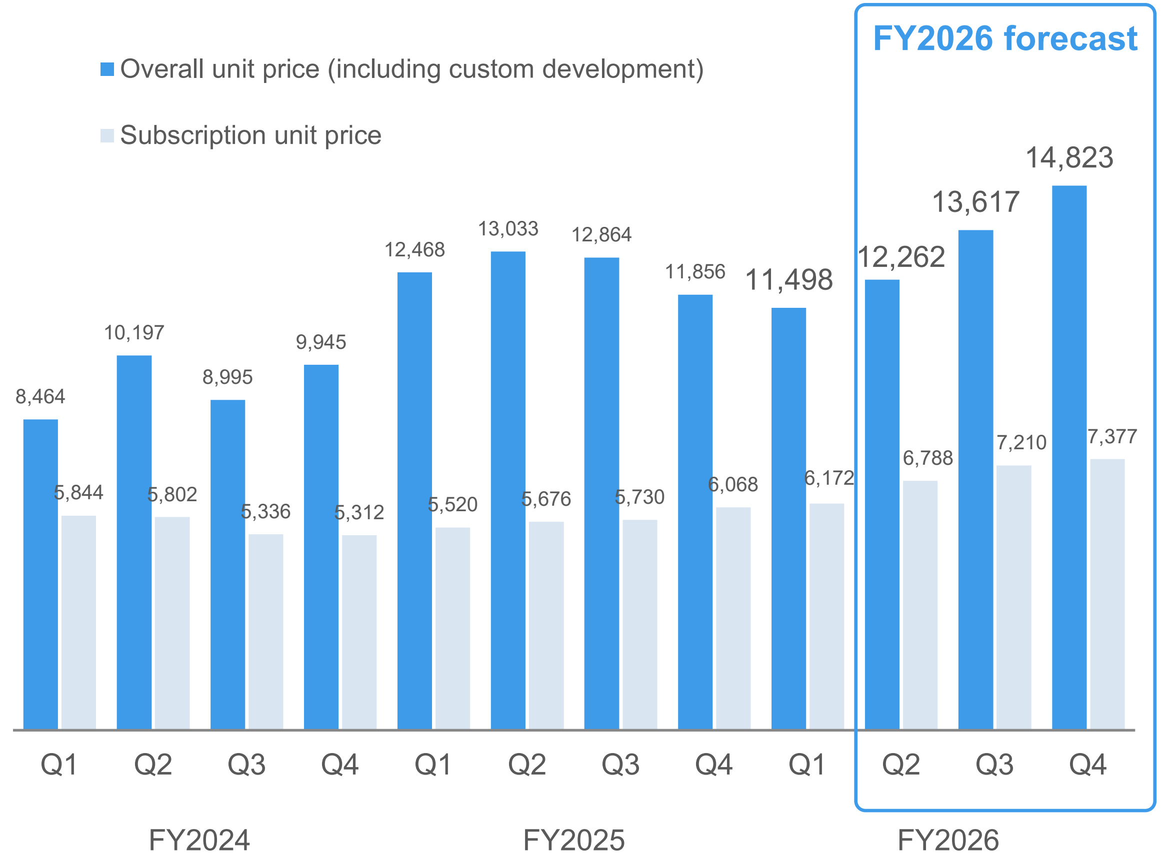
Jooto | Number of Companies Using Paid Version and Unit Price: Trends and FY2026 Outlook

- Following the transition to the new plan in July 2026, the share of Business Plan users is expected to increase. The number of companies using the paid version is projected to reach 2,570 in Q4.
- The subscription unit price is expected to rise to ¥7,377 in Q4 (up 19.5% from Q1), driven by the new plan.Including contributions from custom development projects, the overall unit price is projected to reach ¥14,823 in Q4.

Number of companies using paid version



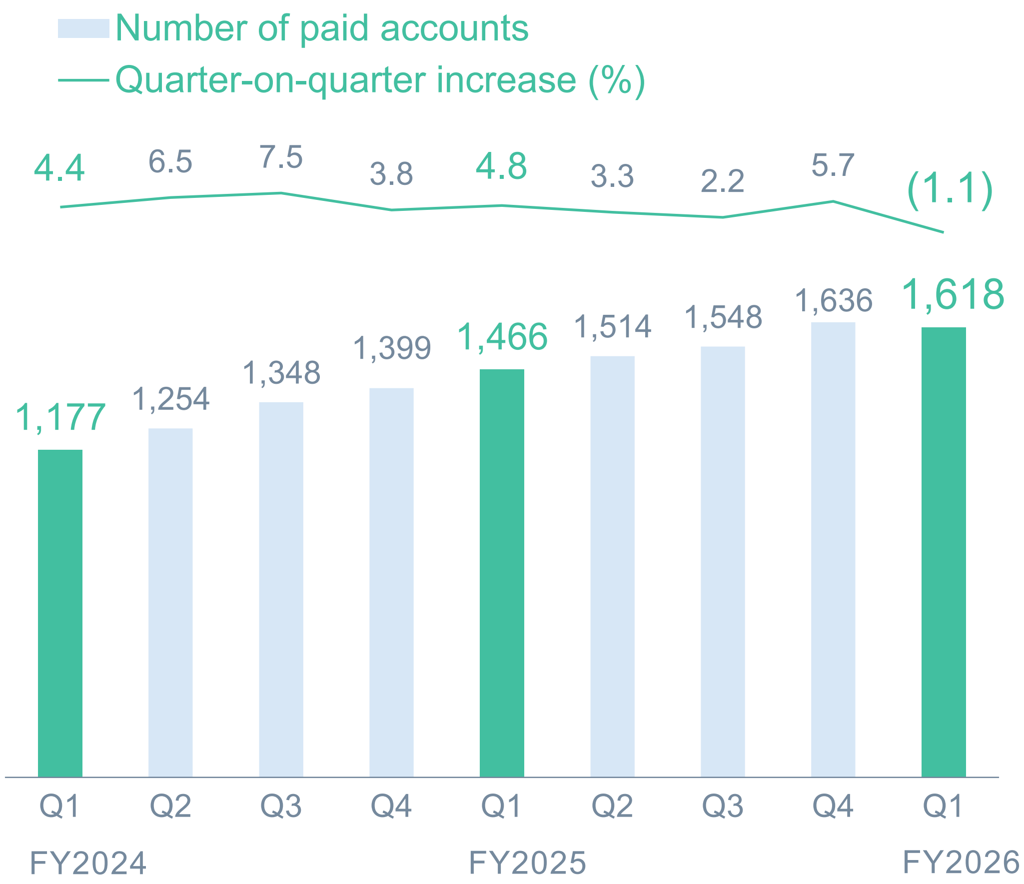
Average unit price (yen)

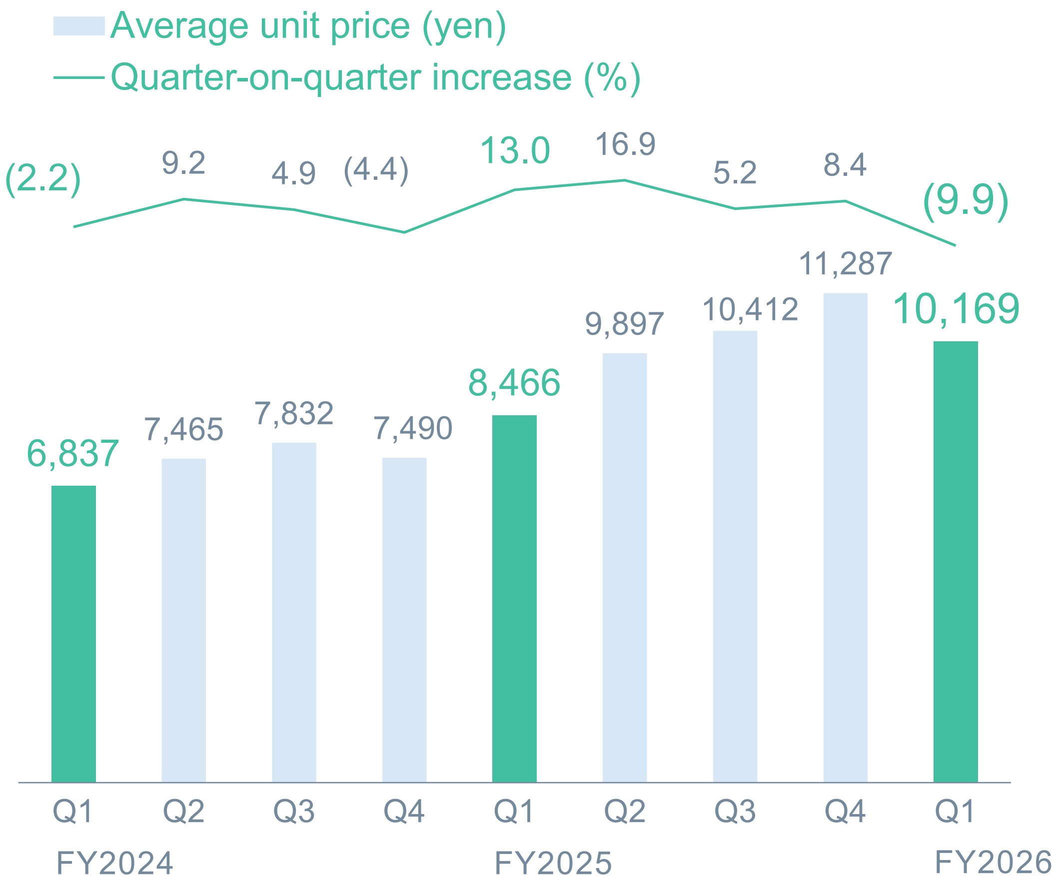


*Figures from Q2 FY2026 onward are Company forecasts. The overall unit price includes custom development projects (contract development revenue).
The subscription unit price is based on MRR from monthly and annual plans.

Tayori | Changes in Number of Paid Accounts

- The number of paid accounts was 1,618 (up 10.4% year on year; down 1.1% quarter on quarter). The Starter Plan saw temporary cancellations, mainly among accounts used for limited periods for seminars, campaigns, and other activities. Following organizational changes, stronger engagement with Starter Plan users is expected to improve the retention rate.
- The average unit price was ¥10,169 (up 20.1% year on year; down 9.9% quarter on quarter). The quarter-on-quarter decline reflected a lull in large-scale BPaaS (implementation support) project activity. By contrast, the average unit price showed solid year-on-year growth, driven by upgrades to higher-tier plans and growth in the number of users.





Corporate Information | Outside Director

- Takatsugu Suzuki, former President of en Japan Inc., was elected as an outside Director at the 21st Annual General Meeting of Shareholders held on May 27.
- Independent outside Directors constitute 60% of the Board of Directors (three of five Directors), while women account for 25% of all Directors and Audit & Supervisory Board Members (two of eight).

Takatsugu Suzuki

Background	The Company believes that Suzuki can be expected to provide accurate advice and supervision regarding management and personnel based on the practical knowledge from his experience of leading en Japan's sudden growth at the front line, his 17 years of management experience serving as a representative director of a listed company while its founder was present, and the experience of overcoming crises such as the Lehman Shock faced by the human resources industry.

Press release: https://prtimes.jp/main/html/rd/p/000001650.000000112.html (in Japanese)

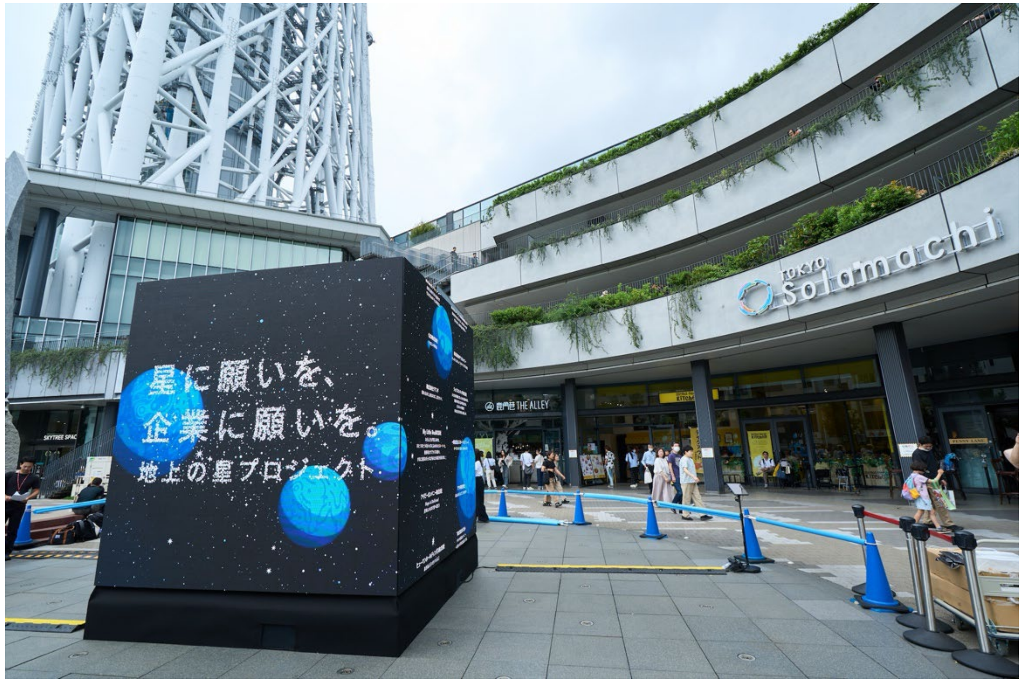
- The 2026 program gives priority to companies using multiple Company services—PR TIMES, Jooto, and Tayori—and offers a selection of benefit items from 85 companies. By excluding companies that already offer products or services through their own shareholder benefit programs, the program pursues opportunities for discovery unique to our shareholder benefit program. The application rate improved further to a record high of 94.7% (up 1 percentage point year on year).

		2021	2022	2023	2024	2025	2026
	Number of participating customer companies	167	35	58	87	84	85
(a)	Number of shareholders at the end of the period	5,443	4,883	5,546	6,879	9,669	12,346
(b)	Total number of eligible shareholders	4,644	3,000	3,689	5,299	7,303	9,090
(c)	Number of eligible shareholders for 1 unit	4,271	2,488	3,037	3,884	5,281	6,508
(d)	Number of shareholders applying for 1 unit	2,560	1,604	1,762	3,531	5,092	6,259
(e)	Number of eligible shareholders for 2 units	373	512	652	1,415	2,022	2,582
(f)	Number of shareholders applying for 2 units	225	335	406	1,146	1,752	2,353
(g)	Application rate of 1 unit (d/c)	59.9%	64.4%	58.0%	90.9%	96.4%	96.2%
(h)	Application rate of 2 units (f/e)	60.3%	65.4%	62.2%	80.9%	86.6%	91.1%
(i)	Total application rate (d+f)/b	59.9%	64.6%	58.7%	88.2%	93.7%	94.7%

Press release: https://prtimes.jp/main/html/rd/p/000001649.000000112.html (in Japanese)

Corporate Information | Ground Stars Project

- The “Ground Stars Project,” carried out as a corporate partner of “Starlight Challenge,” the world’s first demonstration project for artificial shooting star by space startup ALE Co., Ltd. As the project’s first initiative, PR TIMES hosted the “Wish Upon a Star, Wish Upon a Company” event at TOKYO Solamachi, featuring projections of the wishes (corporate philosophies) of 130 companies supporting the project as “Ground Stars.”
- Timed to coincide with the Tanabata Festival, the event featured an installation where visitors could enter a wish and see an AI-generated video depicting that wish coming true. The installation drew more than 600 participants over the four days from July 5 to 8.



Press release: https://prtimes.jp/main/html/rd/p/000001679.000000112.html (in Japanese)

Corporate Information | Chagu Chagu Iwate PR Project

- Three core programs—support for startups, business successors, and children and young people—rolled out with support from PR TIMES-certified Press Release Evangelists to amplify Iwate’s voice following its last-place nationwide ranking in press release awareness.*
- On May 31, PR TIMES hosted the main event at KIOXIA Aiina, a community hub near Morioka Station. Morioka-born actor Junki Tozuka, Olympic speed skating gold medalist Miho Takagi, and actor and television personality Yuta Watanabe, who is also active in Iwate, took the stage as guests. The event drew more than 250 attendees from within and outside Iwate Prefecture.

*Based on a survey conducted by PR TIMES among 4,839 businesspeople nationwide; data collected from September 29 to October 8, 2025.

Press release: https://prtimes.jp/main/html/rd/p/000001647.000000112.html (in Japanese)

STORY: https://prtimes.jp/story/detail/Gx02zi7Odb4 (in Japanese)

Corporate Information | Press Release Awards 2026: Entries Open Through August 7

- After attracting a record 4,573 entries in 2025, the Press Release Awards opened its 2026 call for entries on June 30. Entries are open through August 7. Any press release publicly issued between August 1, 2025, and July 31, 2026, is eligible.
- The Press Release Awards aspire to be “an awards program for everyone who works.” The awards ceremony is scheduled for October 28—Press Release Day.

Press Release Awards 2026

思いは人を動かし、リレーしていく

Press release: https://prtimes.jp/main/html/rd/p/000001678.000000112.html (in Japanese)

PR TIMES | Press Release Editor Now Features AI-Powered Proofreading

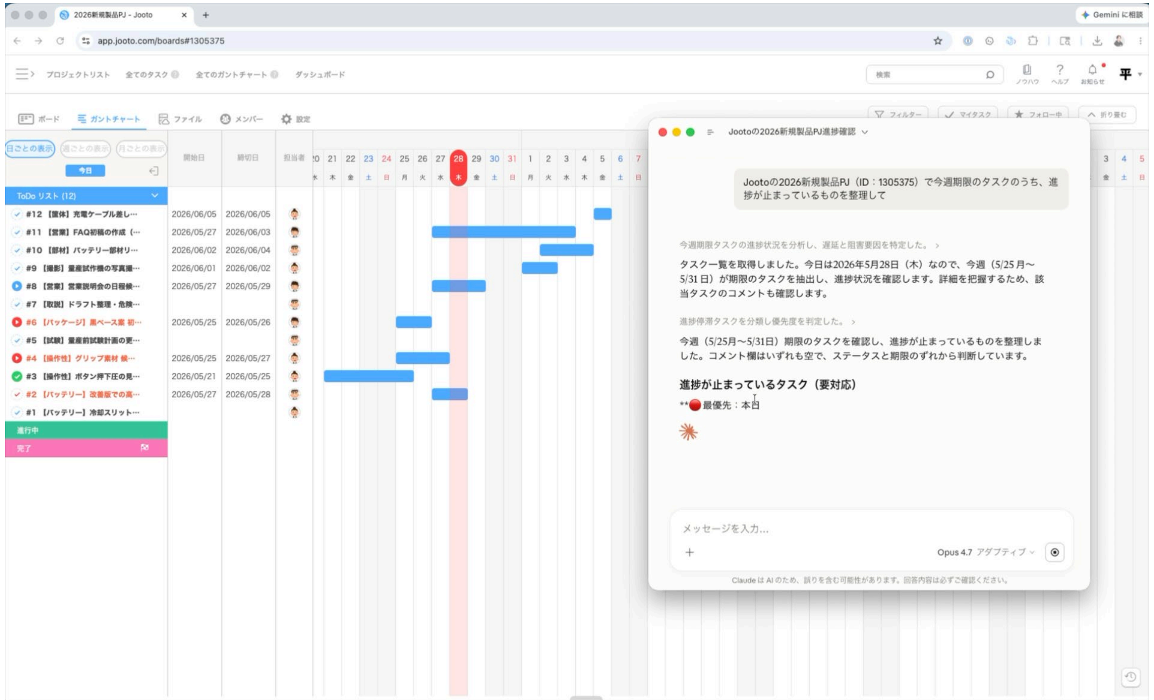
- The PR TIMES press release editor now integrates Typoless, an AI-powered proofreading tool provided by The Asahi Shimbun Company.
- The tool detects and flags language that could spark backlash—including discriminatory expressions and wording that may reinforce stereotypes—helping users publish with confidence and create content with social context in mind.

PR TIMES × Typoless

Press release: https://prtimes.jp/main/html/rd/p/000001671.000000112.html (in Japanese)

Jooto | Strengthening AI Integration

- Released an MCP server and CLI tool in May to integrate Jooto with various AI tools.
- Launched “Jooto Next” in June as a Chrome extension, enabling users to record and transcribe meetings and generate tasks.
- Further expanding Jooto’s AI integrations and capabilities, with the aim of building it into a task and project management tool for the AI era—one that goes beyond individual productivity gains to drive organizational results.



Press releases: https://prtimes.jp/main/html/rd/p/000001668.000000112.html (in Japanese)
https://prtimes.jp/main/html/rd/p/000001673.000000112.html (in Japanese)

Tayori | Customer Support Conference

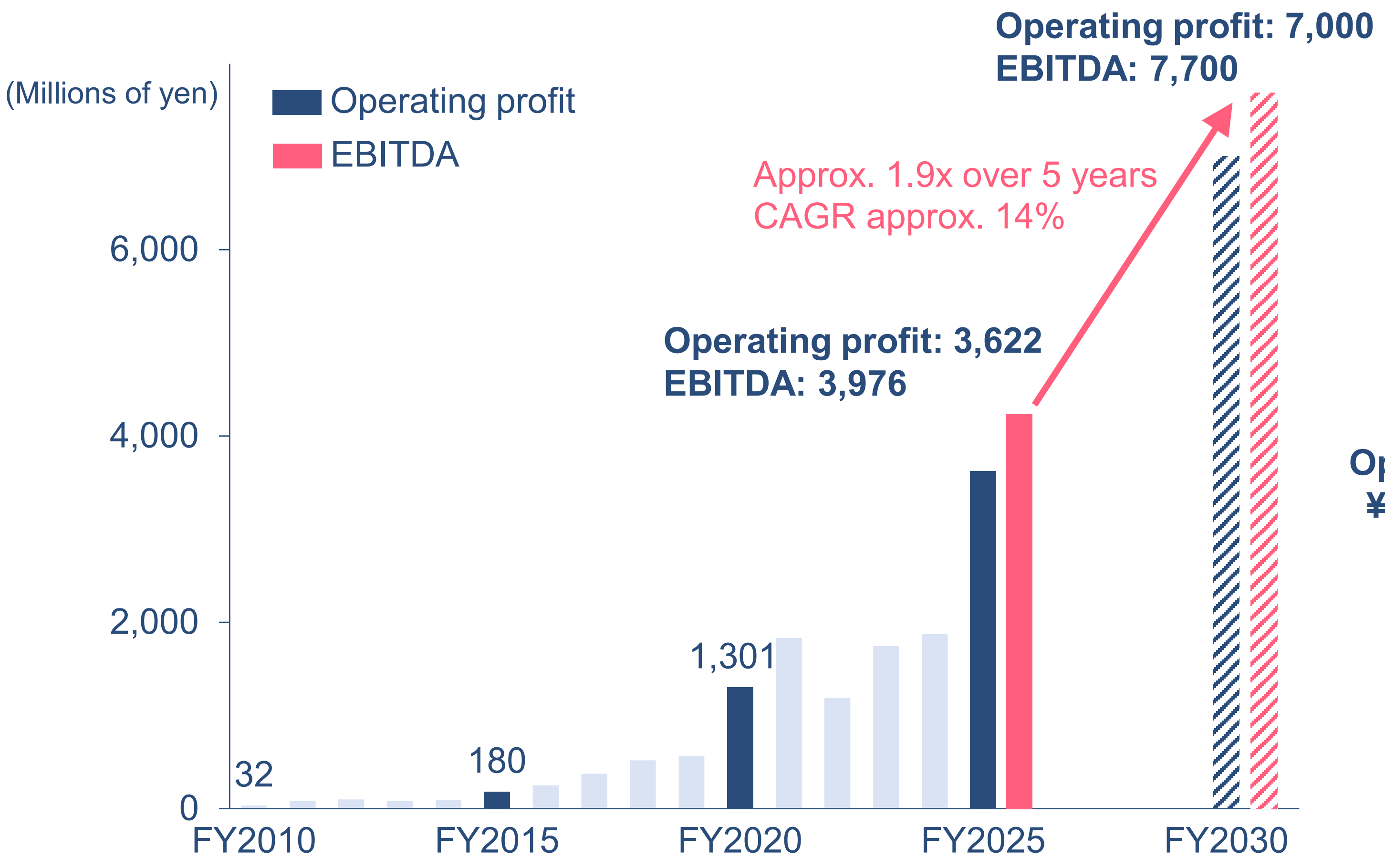
- The second Customer Support Conference took place in June, featuring Kano (A-Masso), Takehiko Karasawa (Hoshino Resorts), Ryuhei Ohnuki (Mercari), and Toshiyuki Katagiri (Timee).
- Each speaker brought a distinct perspective to the theme “Customer Service Can Drive Customers Away; Customer Experience Can Turn Them into Fans.” Nearly 300 people tuned in live or watched on demand.

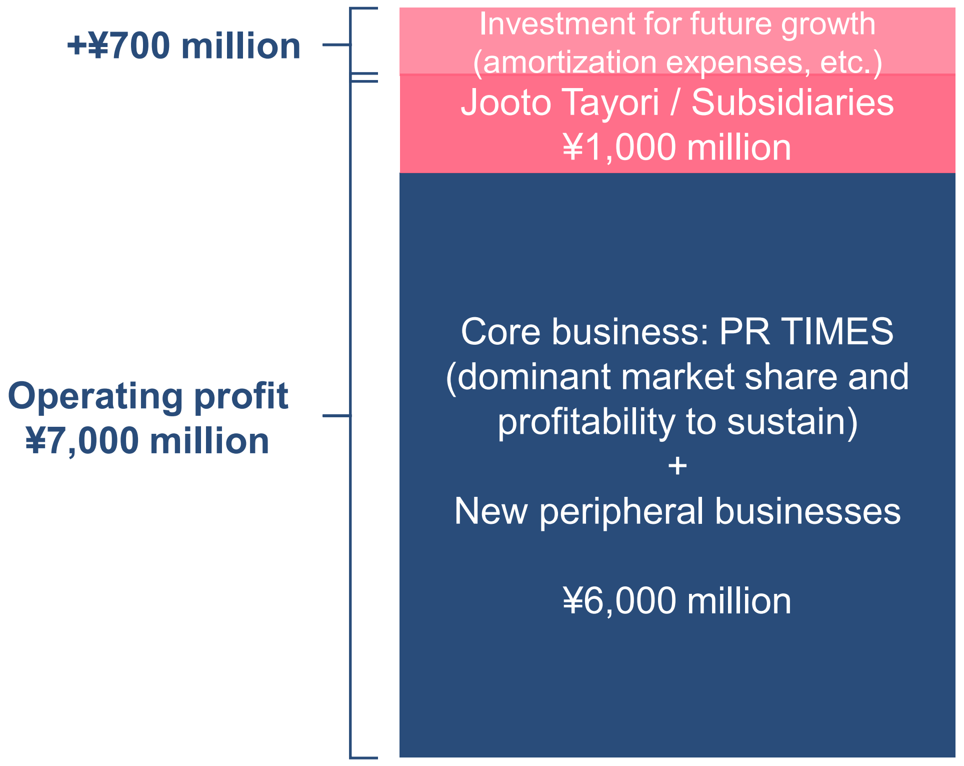
Press release: https://prtimes.jp/main/html/rd/p/000001648.000000112.html (in Japanese)


星に願いを、
企業に願いを。
SKYTREE.

Toward Milestone 2030

- Our medium-term management goals, “Milestone 2030,” target ¥7.0 billion in operating profit and ¥7.7 billion in EBITDA; we will drive bold growth over the medium to long term through an investment phase spanning two to three fiscal years beginning in FY2026.
- Starting with businesses on a solid footing, we will shift our focus to business expansion and investment.





FY2030 operating profit breakdown (future projection)

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.