



August 13, 2025

Company name: RAKUS Co., Ltd.

Stock exchange listing: Tokyo PRIME/ Stock code: 3923

URL <https://www.rakus.co.jp/en/>

Representative: President and Representative Director, Takanori Nakamura

Inquiries: Director Takahiro Miyauchi

Notice Regarding the Conclusion of the Basic Agreement for the Business Alliance with Plus Alpha Consulting Co., Ltd.

RAKUS Co., Ltd. (the "Company") hereby announces that at the Board of Directors meeting held today, the Company resolved to conclude a basic agreement (the "Basic Agreement") with Plus Alpha Consulting Co., Ltd. (Headquarters: Minato-ku, Tokyo; CEO and Representative Director: Katsuya Mimuro) for a future business alliance.

1. Background and Purpose

The Company has reached an agreement with Plus Alpha Consulting Co., Ltd. to explore a business alliance aimed at maximizing sales opportunities and enhancing customer satisfaction for the services provided by each company, and has concluded the Basic Agreement.

2. Details of the Basic Agreement

The two companies will commence discussions to collaborate on the following aspects concerning the cloud services they provide.

- (1) Mutual support for sales and marketing activities
- (2) Customer referrals
- (3) Promotional activities such as webinars and seminars
- (4) Technical collaboration to improve user convenience
- (5) Partner and reseller initiatives to promote service utilization
- (6) Other matters agreed upon by both companies

Through this collaboration, the Company, with its strong customer base in the back-office SaaS market, and Plus Alpha Consulting Co., Ltd, a provider of a talent data utilization platform in the talent management market, aim to achieve deeper penetration of their respective services to their customer bases, deliver high-value-added solutions, and contribute to enhancing the productivity and competitiveness of their client companies.

3. Overview of the Counterparty to the Basic Agreement

- (1) Name Plus Alpha Consulting Co., Ltd.
- (2) Location 25F, Shiodome Sumitomo Bldg., 1-9-2 Higashi-Shimbashi, Minato-ku, Tokyo
- (3) Title and Name of Representative Katsuya Mimuro, CEO and Representative Director
- (4) Description of Business
- ① Marketing solutions business
 - Development and operation of "Visualization Engine", customer experience feedback system
 - Development and operation of "ALPHA SCOPE", FAQ solution
 - ② CRM solutions business
 - Development and operation of "Customer Rings", CRM/MA system
 - ③ HR platform business
 - Development and operation of "Talent Palette", talent management system
- (5) Capital Stock 500,322 thousand yen (as of June 30, 2025)
- (6) Date of Establishment December 25, 2006
- (7) Major Shareholders and Shareholding Ratio Katsuya Mimuro 21.87%, Kenji Suzumura 16.45% (as of March 31, 2025)
- (8) Relationship with the Company There are no personnel, capital, or transactional relationships to report between the two companies. Plus Alpha Consulting Co., Ltd is not a related party to the Company.

(9) Financial Results for the Recent Fiscal Years

(in thousands of yen, unless otherwise stated)

Fiscal Year Ended	September 2022*	September 2023	September 2024
Net Sales	7,910,662	11,171,752	13,914,489
Operating Profit	2,663,704	3,711,007	4,529,548
Ordinary Profit	2,671,659	3,678,778	4,529,770
Profit	1,796,230	2,620,777	3,092,230
Total Assets	7,944,770	12,016,040	15,410,871
Net Assets	6,464,065	9,445,733	12,099,836
Profit per Share (yen)	44.73	63.83	73.13
Net Assets per Share (yen)	160.57	223.69	284.24
Dividends per Share (yen)	9.00	13.00	16.00

* Plus Alpha Consulting Co., Ltd has prepared consolidated financial statements from the fiscal year ended September 2023. The figures for the fiscal year ended September 2022 are on a non-consolidated basis.

4. Schedule of the Business Alliance

August 13, 2025	Conclusion of the Basic Agreement for the business alliance
November 2025 (scheduled)	Resolution by the Board of Directors and conclusion of the business alliance agreement

5. Outlook

The conclusion of this Basic Agreement is not expected to have a material impact on the Company's consolidated financial results for the fiscal year ending March 31, 2026. The Company will promptly disclose any matters requiring disclosure, such as the conclusion of individual agreements related to the business alliance or the definitive business alliance agreement.

End