

Note: This document is a translation of a part of the original Japanese version and provided for reference purposes only.
In the event of any discrepancy between the Japanese original and this English translation, the Japanese original shall prevail.



Second Quarter of the Fiscal Year Ending December 31, 2025

Financial Results Presentation

Friday, August 15, 2025

Beagle Inc.

TSE Standard Market: 3981

1

FYE Dec. 2025 Q2 Financial Results

2

Revision of FYE Dec. 2025 Earnings Forecast

3

About Beagle

The following abbreviations are used in this document.

P Seg: Platform segment, C Seg: Contents segment

1

FYE Dec. 2025 Q2 Financial Results

2

Revision of FYE Dec. 2025 Earnings Forecast

3

About Beagle

Net sales

8,332 million yen
(Down 12.0% YoY)

Operating profit

499 million yen
(Down 42.7% YoY)

Profit

206 million yen
(Down 53.2% YoY)

Adjusted EBITDA

979 million yen
(Down 28.6% YoY)

- Net sales **decreased 12.0% YoY** due to decreased net sales in both segments.
- Operating profit **decreased 42.7% YoY** largely impacted by a decline in operating profit in the P Seg.
- Profit and adjusted EBITDA **decreased YoY** due to a decrease in operating profit.

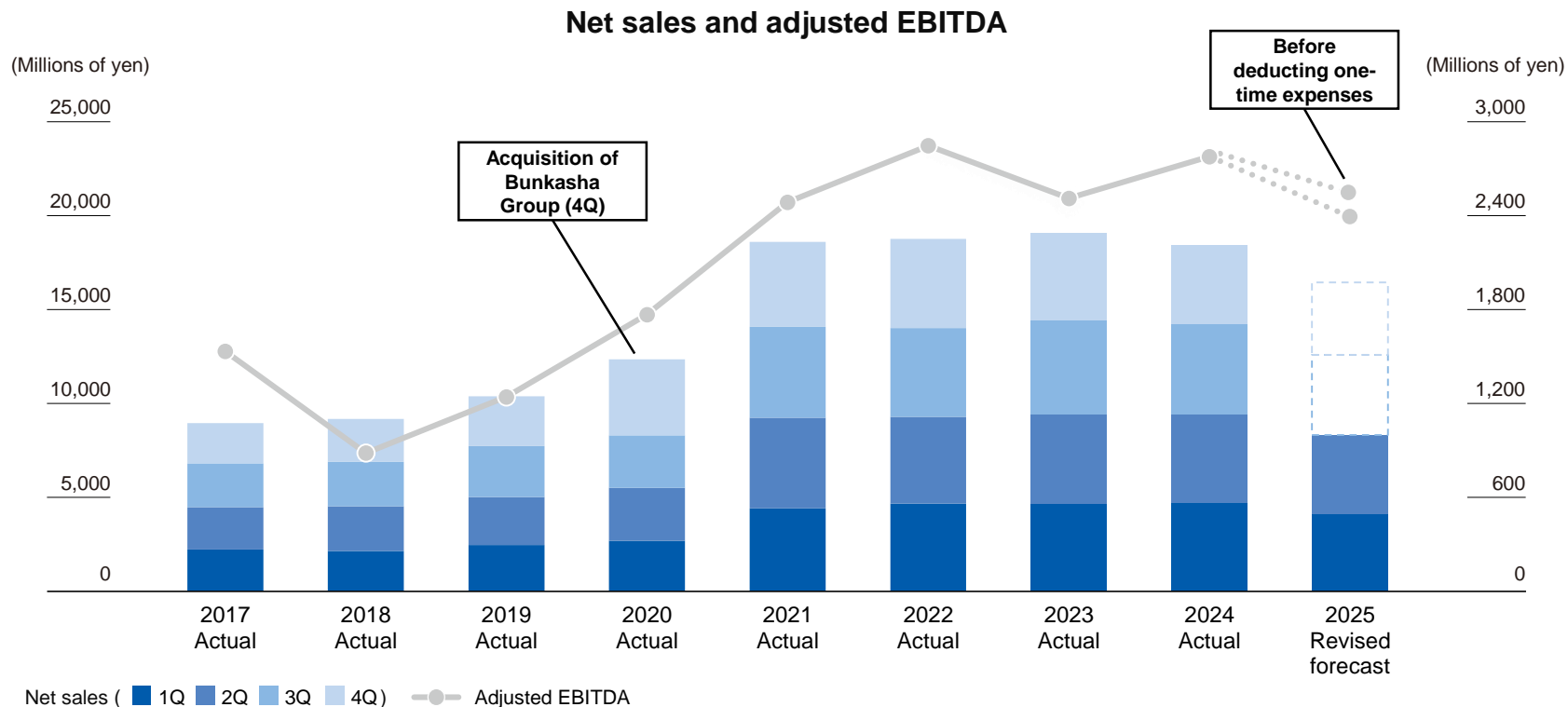
Note: Adjusted EBITDA = Operating profit + Depreciation (including amortization of publishing rights) + Amortization of goodwill
+ Amortization of leasehold deposits + Share compensation expenses ± Other adjustment items

(Unit: Millions of yen)

P/L	FYE Dec. 2024	FYE Dec. 2025	YoY	
	First half	First half	Change	Rate of change
Net sales	9,467	8,332	(1,135)	(12.0%)
Operating profit	872	499	(372)	(42.7%)
Ordinary profit	845	467	(377)	(44.6%)
Profit attributable to owners of the parent	441	206	(234)	(53.2%)
Net income per share (yen)	73.17	36.94	(36.23)	—
Adjusted EBITDA	1,371	979	(391)	(28.6%)

Note: 1. Totals may not match due to rounding.

2. Adjusted EBITDA = Operating profit + Depreciation (including amortization of publishing rights) + Amortization of goodwill
+ Amortization of leasehold deposits + Share compensation expenses ± Other adjustment items



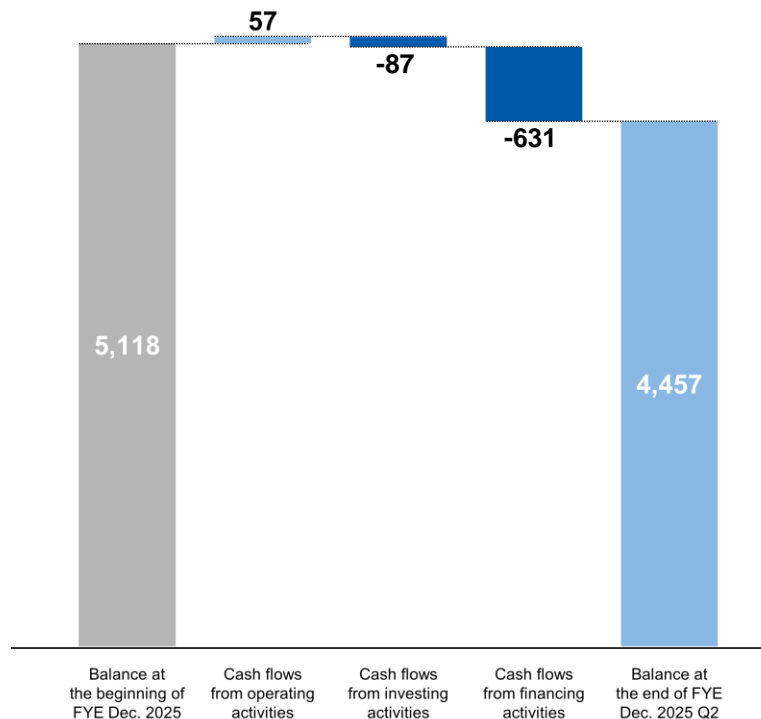
Note: 1. In "2025 Revised forecast," net sales for up to Q2 are actual and adjusted EBITDA is the revised forecast.

2. Adjusted EBITDA = Operating profit + Depreciation (including amortization of publishing rights) + Amortization of goodwill + Amortization of leasehold deposits + Share compensation expenses ± Other adjustment items

(Unit: Millions of yen)

B/S	FYE Dec. 2024 Full-year		FYE Dec. 2025 Q2			
	Amount	Ratio	Amount	Ratio	Change	Notes
Current assets	8,579	49.6%	7,775	48.2%	(804)	
Non-current assets	8,714	50.4%	8,356	51.8%	(357)	Goodwill of 7,440 million yen Publishing rights of 190 million yen
Total assets	17,294	100.0%	16,132	100.0%	(1,162)	
Total liabilities	9,808	56.7%	8,550	53.0%	(1,257)	D/E ratio 0.57
Total net assets	7,486	43.3%	7,581	47.0%	+94	
Total liabilities and net assets	17,294	100.0%	16,132	100.0%	(1,162)	
Capital-to asset ratio	43.3%		46.9%			

Note: Totals may not match due to rounding.



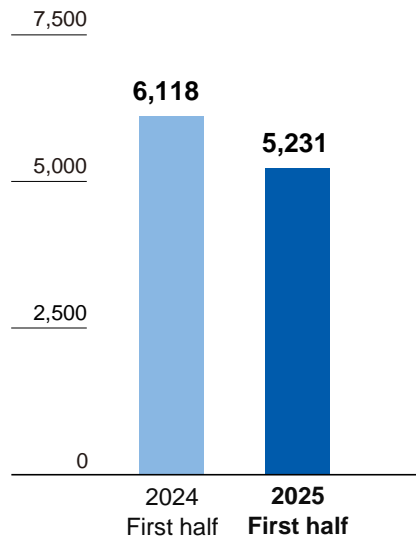
(Unit: Millions of yen)

	FYE Dec. 2024 Q2	FYE Dec. 2025 Q2	Change
Cash flows from operating activities	1,004	57	(946)
Cash flows from investing activities	(90)	(87)	+3
Cash flows from financing activities	(602)	(631)	(28)
Cash and cash equivalents at end of period	5,135	4,457	(678)

Platform Segment: engages in operation of comic distribution service Manga Kingdom, digital publishing of original works on Manga Kingdom, and other peripheral businesses

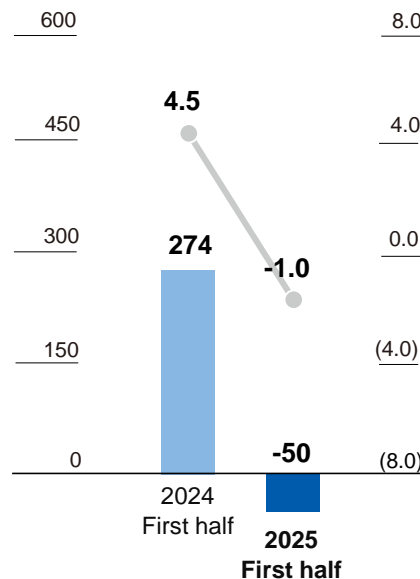
Net sales

(Millions of yen)



Operating Profit/Operating Margin

(Millions of yen)



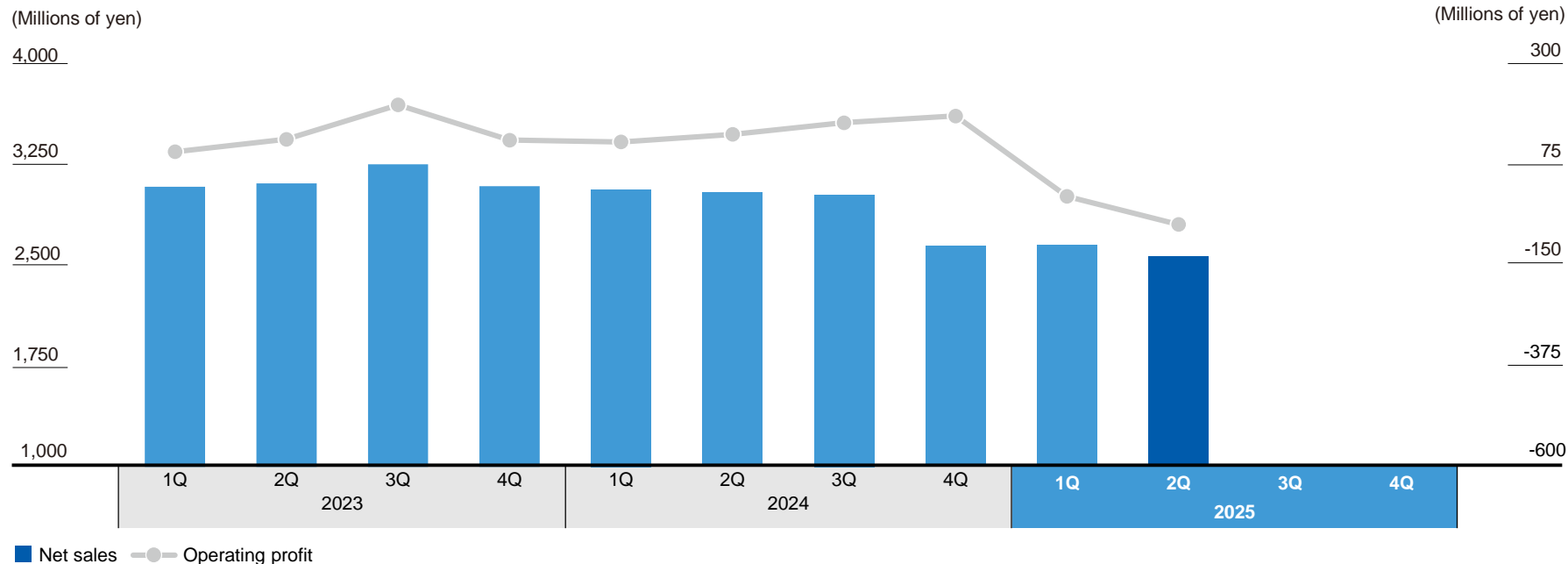
Net sales

- Net sales decreased 3% QoQ and 15% YoY as net sales of Manga Kingdom decreased from the corresponding period of the previous year.
- Net sales of Manga Kingdom decreased 4% QoQ and 13% YoY.
- An advertising strategy we started this fiscal year to acquire new users increased the number of new users, but did not significantly increase sales.
- In addition, due to a reduction in advertising expenses for existing users, the number of active users, including heavy users, decreased more than expected, resulting in a decrease of 11.2% YoY in MAU.

Operating profit

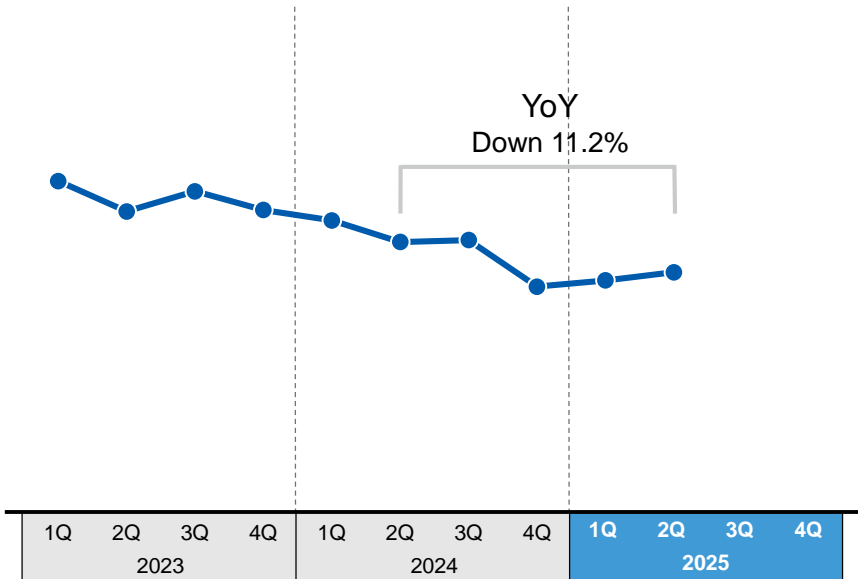
- Operating profit decreased 324 million yen YoY due to a decrease in net sales.
- Advertising expenses decreased 134 million yen YoY. Advertising expenses ratio to net sales increased from the corresponding period of the previous year.
- One-time expenses accompanying the relocation of the head office, etc., were 32 million yen.

Platform Segment: Net Sales and Operating Profit



Note: Net sales include internal net sales and transfers between segments.

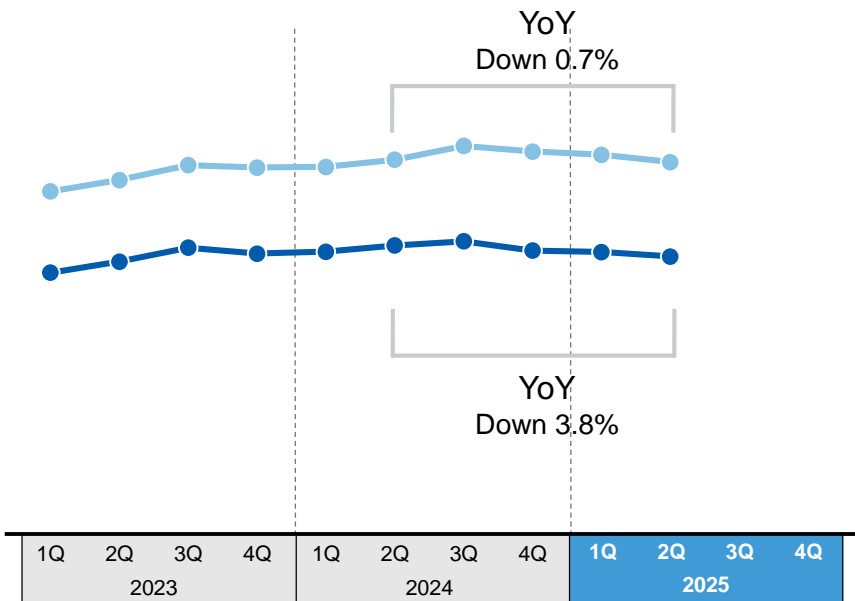
MAU



MAU

Changes in the number of members visiting Manga Kingdom

ARPPU (Subscription/Consumption)



Subscription ARPPU Consumption ARPPU

Changes in the amount determined by dividing subscription amount/consumption amount by the number of paid memberships

1 Continuation of the loyal customer strategy & optimization of its operation Expansion of original content and reinforcement of measures for light users



- Launched “Machi-Comi” service for light users.
- Implemented discount and free extra-page trial reading campaigns as part of a strategy to create a sense of value.
- Release of the first paperback volume of *NUKITASHI R*, the second comicalization of *NUKITASHI*, a very popular game starring beautiful girls



◀ *NUKITASHI R*

Mameojitan (manga)
Gruppo (original author)

2 Promotion of media mix expansion, including short dramas created from original works



◀ *The night spider drinks honey
~The marriage fraudster and the fallen woman~*

Aoi Sho (original author)

- Distributed on BUMP, *The marriage fraudster and the fallen woman*, a short drama created based on *The night spider drinks honey ~The marriage fraudster and the fallen woman~*.
- Started distributing a novel based on a draft by Eiko Kano on novelba, in collaboration with TOKYO FM.



◀ *Help Me, Even Though I'm a
Killer! I Can't Finish This
Terrible Cursed Video Game.
By the Way, Please
Subscribe to My Channel!*

Eiko Kano (draft)
Kyosuke Kagami (author)
Yuka kuramochi (character
draft)
Beagle (plan)

3 Reinforcing production of original content with a new production method using generative AI



◀ *Itsuko Ikkanda, Child
Welfare Officer
(Remake Version)*

Noriko Sakata (author)
Ayuko Omi (original author)
Beagle (production)



◀ *SUPER QUEEN
(Remake Version)*

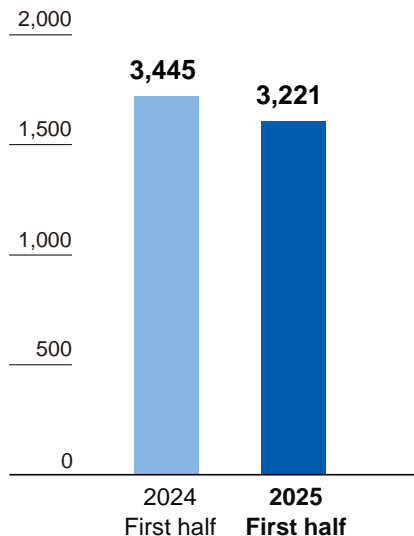
Ryo Kurashina (original
author)
Issaku Wake (drawing)
Beagle (production)

- The full-color remake of *Itsuko Ikkanda, Child Welfare Officer* is selling well.
- Implemented promotion measures along with the distribution of *SUPER QUEEN (Remake Version)*.

Contents Segment: engages in printed and digital publishing of books and magazines centered around Bunkasha

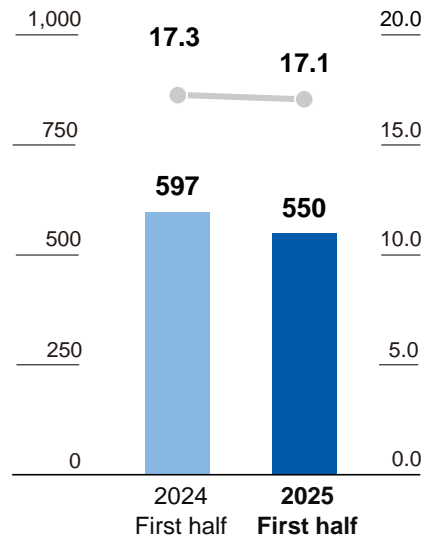
Net sales

(Millions of yen)



Operating Profit/Operating Margin

(Millions of yen)



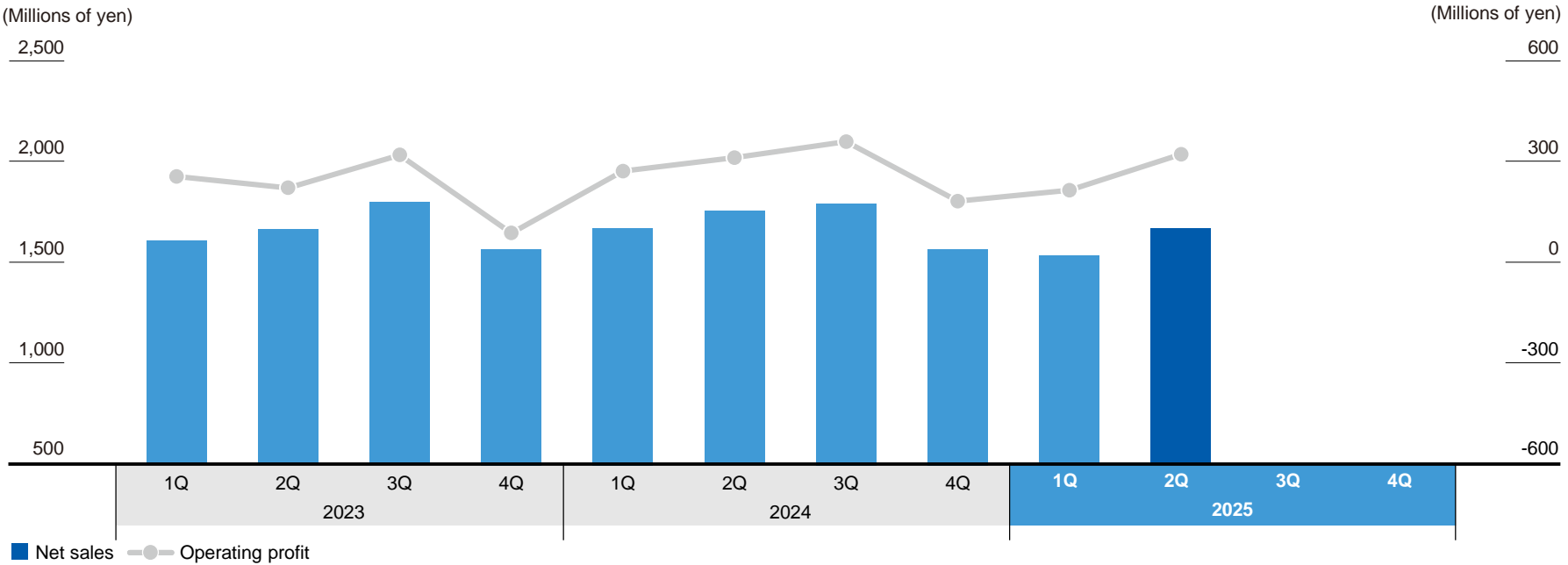
Net sales

- Net sales of digital products were 2,498 million yen, up 2% YoY due to the effect of measures implemented in the previous year.
- Net sales of printed publications were 723 million yen, down 27% YoY due to a reduction in the number of copies distributed.
- Segment sales were down 6% YoY due to a YoY decrease in net sales of printed publications.

Operating profit

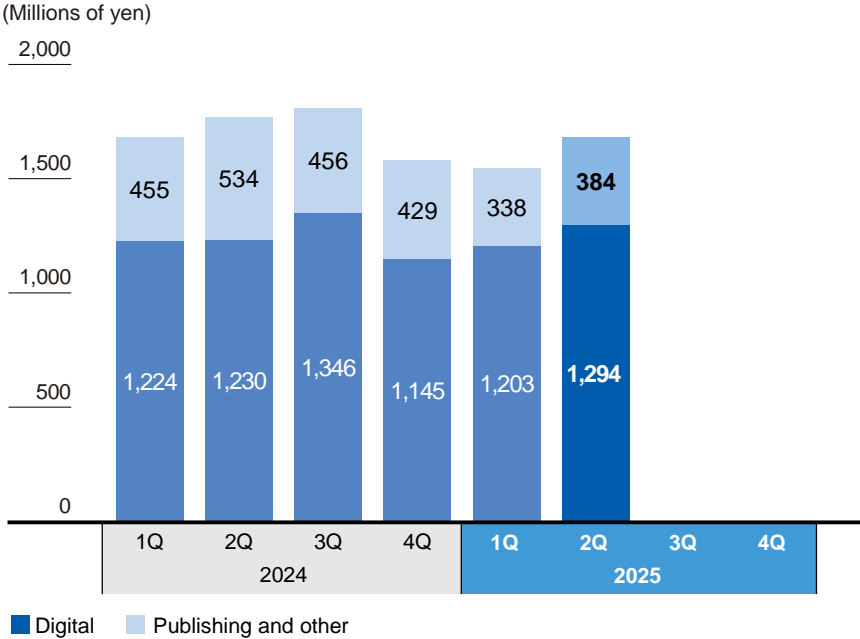
- Profit from digital products decreased YoY due to an increase in manuscript fees and other expenses, despite a YoY increase in net sales of digital products.
- Profit from printed publications was on par with the corresponding period of the previous year due to improved profitability, despite a decrease in net sales of printed publications.
- Segment profit decreased 47 million yen YoY due to a decrease in profit from digital products.

Contents Segment: Net Sales and Operating Profit



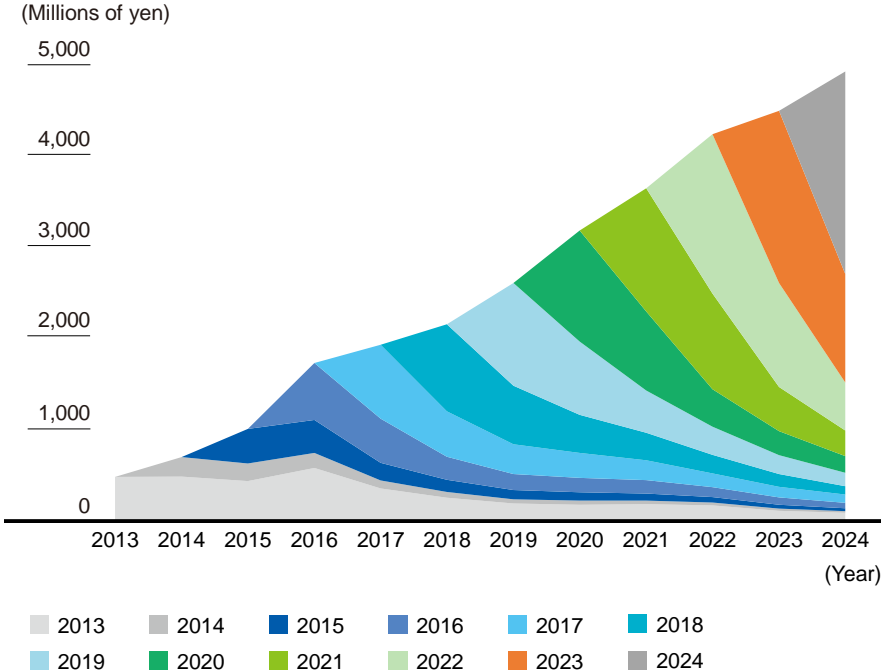
Note: Net sales include internal net sales and transfers between segments.

Contents Segment: Net Sales



Note: Totals may not match due to rounding.

Digital Net Sales and Distribution Timing



Note: Figures are based on managerial accounting and do not match those for financial accounting.

1 Expanded genre variation and contents Growth in genres with high affinity to the digital field, mainly in comics geared toward women



◀ **Even Though It Was a Contract Marriage with a Divorce Planned, the Cold-hearted Duke Is Attached to Me**

Sua Tsumugi (author)
Kotoko (original author)



◀ **Then Why Don't You Cook It Yourself?**

Natsuko Taniguchi (author)



◀ **Passionately Courted By a Knight Left Out of the Saintess's Harem**

Tamika Nanatsuki (manga)
Crane (original author)

Reinforced comic editorial structure

- Released a totally renewed work of a horror anthology comic *Blind Spots* in March 2025
- Reinforced comic editorial structure
- Developed editorial managers

2 Promotion of media mix, including TV dramas and short dramas



Bunkasha's work was dramatized for a TV program!

- Started broadcasting *Kuromi the Housekeeper Won't Forgive This Rotten Family* on TV TOKYO in January 2025.
- Started broadcasting *Womb Love* on YOMIURI TV and *Blind Love of a Dark Lawyer: The Most Obsessed and Pure Love Story in the World* on TOKYO MX in April 2025.



Creation of a live-action version on a short drama app. "BUMP"!

- Started distributing *F*ck my company!* in February 2025.
- Started distributing *Cunningly, cutely, and with resilience*. in June 2025.

3 Enhance Kindan Shoten, an official YouTube channel, and content on GUSH_&Emo. Promote secondary development of content, including holding an Only Shop for *I want you to love me to the inside*



- ◀ Started distributing the voice comics of popular works on Kindan Shoten.
Focused on promotion using social media, YouTube, etc.



The total number of copies sold exceeded 3 million! Held an Only Shop for *I want you to love me to the inside*.

- Held an "Animate Only Shop for *I want you to love me to the inside*" to commemorate the release of the fifth paperback volume.
- Held exhibitions of replicas of original drawings and sale events of newly-drawn goods.

1

FYE Dec. 2025 Q2 Financial Results

2

Revision of FYE Dec. 2025 Earnings Forecast

3

About Beagle

Revised the full-year earnings forecast based on H1 results and current situation.

(Unit: Millions of yen)

P/L	FYE Dec. 2024	FYE Dec. 2025		YoY		Rate of change from the initial forecast	
	Results	Initial forecast (February 14)	Revised forecast (August 14)	Change	Rate of change	Change	Rate of change
Net sales	18,446	19,593	16,463	(1,983)	(10.8%)	(3,129)	(16.0%)
Operating profit	1,786	1,764	1,418	(368)	(20.6%)	(345)	(19.6%)
Ordinary profit	1,726	1,709	1,364	(361)	(21.0%)	(345)	(20.2%)
Profit attributable to owners of the parent	1,303	885	636	(666)	(51.1%)	(248)	(28.1%)
Net income per share (yen)	220.02	159.02	113.95	(106.07)	–	(45.07)	–
Adjusted EBITDA	2,783	2,775	2,398	(384)	(13.8%)	(376)	(13.6%)

Note: 1. Totals may not match due to rounding.

2. Adjusted EBITDA = Operating profit + Depreciation (including amortization of publishing rights) + Amortization of goodwill + Amortization of leasehold deposits + Share compensation expenses ± Other adjustment items

Revised dividend forecast due to revision of earnings forecast.

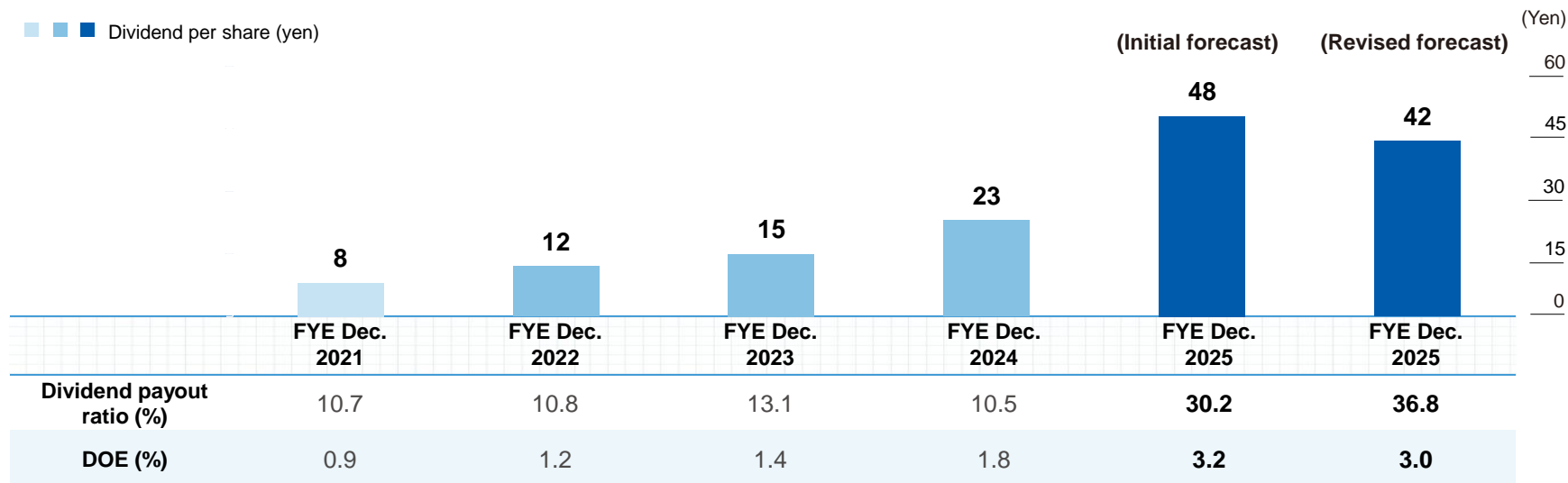
Basic policy/ Dividend policy

- Implement stable and continuous profit distribution while securing the internal reserves needed for future growth investments.
- We have raised dividend payout ratio from the current 10% to 30% and newly set consolidated dividend on equity (DOE).

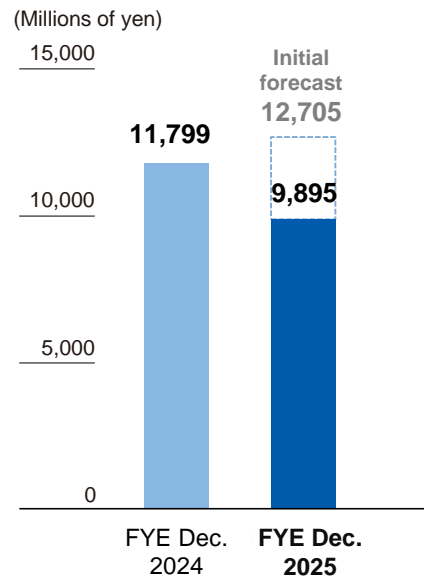
Dividend payout ratio 10%

Dividend payout ratio 30% or more
and DOE 3.0% or more

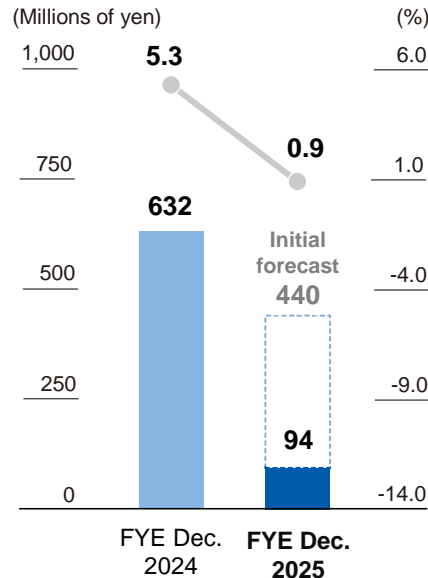
■ Dividend per share (yen)



Net sales



Operating Profit/Operating Margin



Net sales

Revised the full-year earnings forecast based on H1 results

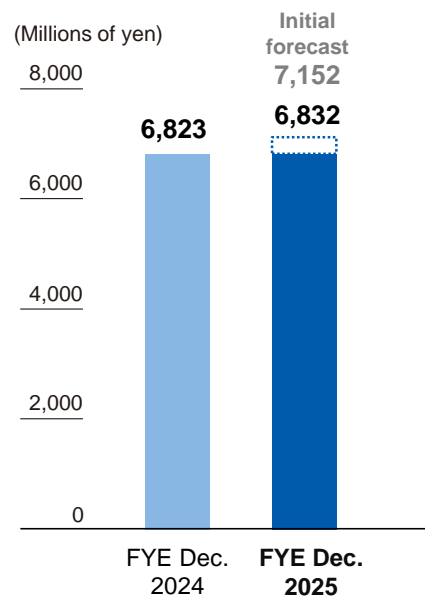
- Net sales were revised to 9.8 billion yen, down 15% YoY.
- Focus on improving the operating efficiency of Manga Kingdom in H2 to respond to changes in the market environment.
- Focus on advertising for existing users by reviewing advertising strategies. Flexibly publish advertisements for new users according to profit status.

Operating profit

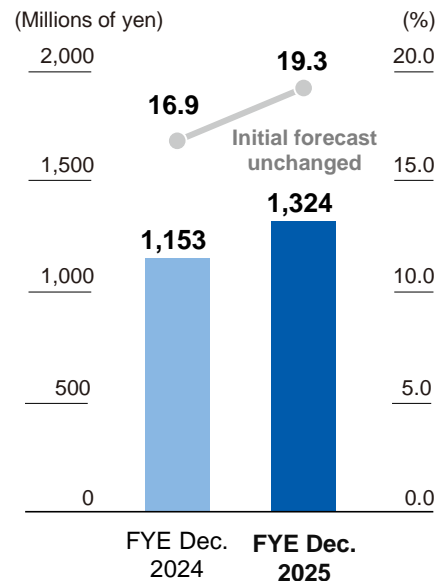
The full-year results are expected to be in the black by reviewing advertising strategies and reducing one-time expenses.

- Aim to increase gross margin by improving the operating efficiency of Manga Kingdom and enhancing original content.
- The one-time expenses initially projected are expected to significantly decrease due to improved cost reduction.

Net sales



Operating Profit/Operating Margin



Net sales

Reviewed digital net sales growth rate

- Updated digital net sales growth rate from 113% to 108%, expecting segment sales to be on par with the previous year.
- Strengthen general works targeting broader readers and increase works for female readers, which we are strong in.
- Actively promote overseas licensing and strengthen the secondary development of content.

Operating profit

No change to the initial forecast of operating profit

- The initial forecast of full-year operating profit remains unchanged, as H1 operating profit progressed as initially expected.

Cautionary Statement Regarding Forecasts

- The materials and information provided in this presentation include forward-looking statements.
- These are based on current expectations, forecasts and assumptions that are subject to risks and uncertainties, which could cause actual outcomes and results to differ materially from these statements.
- These risks and uncertainties include general domestic and international economic conditions, such as the state of business and markets, interest rates, and foreign exchange rate volatility.
- This presentation contains information believed to be useful as reference when explaining the business climate. It contains financial information that has not been audited by the Company's accounting auditor. Therefore, the Company cannot fully guarantee the accuracy of this information.
- The Company does not assume any obligation to update or review the forward-looking statements contained in this presentation, even if new information emerges in the future or future events unfold.
- The names of companies, products and services appearing in this presentation are the trademarks or registered trademarks of each relevant company.

1

FYE Dec. 2025 Q2 Financial Results

2

Revision of FYE Dec. 2025 Earnings Forecast

3

About Beagle



Company name:	Beagle Inc.		
Address:	4F Prudential Tower, 2-13-10 Nagata-cho, Chiyoda-ku, Tokyo, Japan		
Founded:	October 25, 2004		
Capital:	1,906.35 million yen (as of Dec. 31, 2024)		
Market:	TSE Standard Market (securities code: 3981)		
Employees:	95 (Non-consolidated/as of Dec. 31, 2024)		
Director:	President and Representative Director	Jimpei Yoshida	
	Outside Director	Shunsuke Sato	
	Outside Director	Shinichiro Kubo	
	Director (Audit and Supervisory Committee Member)	Shin Tanaka	
	Outside Director (Audit and Supervisory Committee Member)	Hiroaki Yoshida	
	Outside Director (Audit and Supervisory Committee Member)	Toshihiko Ohashi	
		Yoichi Yasumoto	
Executive Officer:	Vice President		
	General Manager, Corporate Management Division	Tatsuji Miyoshi	

Origin of company name

Named after the H.M.S. Beagle used by Charles Darwin (who introduced the theory of evolution) for his voyage around the world

Bunkasha Group

Bunkasha Co., Ltd.



- Founded: 1948
- Employees: 149 (as of Dec. 31, 2024)
- Business summary: Integrated publishing business publishing printed and digital comics geared toward women

Kaiohsha Co., Ltd.

海王社

Contract editing from
Bunkasha

Shin Apollo Publishing Co., Ltd.

新アポロ出版

Contract editing of
automobile magazines and
contract advertising

Bunyusha Co., Ltd.



Publishing (editing) business for
automotive magazines

Management Philosophy

1. Philosophy

Constantly pursue new discoveries and progress free of preconceptions

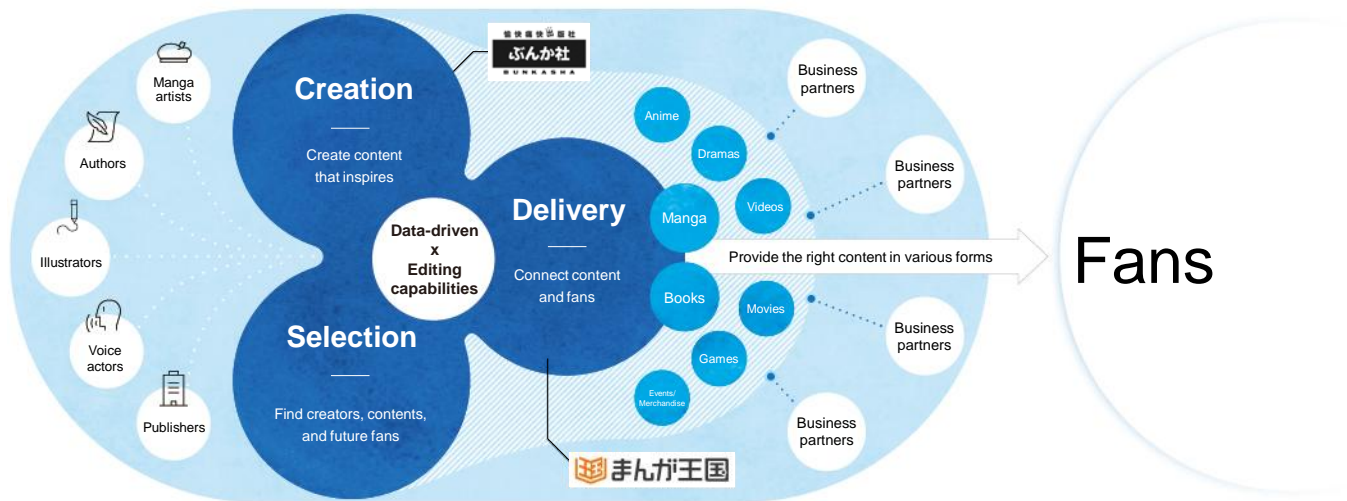
2. Mission

Create new value by connecting creators and fans

3. Vision

Become a content producer with global reach

Contents producer providing creation, selection, and delivery all in one



Creation

Produce original content with the potential to duplicate hits, harnessing our strengths of data analysis and editing

Selection

Identify creators and content based on reader needs

Delivery

Provide fans with countless opportunities to experience excitement and joy

Contents producer providing creation, selection, and delivery all in one



Platform Segment

Accounts for over 90% of
Beaglee's net sales



Comic distribution service with greatest sense of value

novelba



Contents Segment

Integrated publishing company
group comprising four publishers

愉快痛快出版社

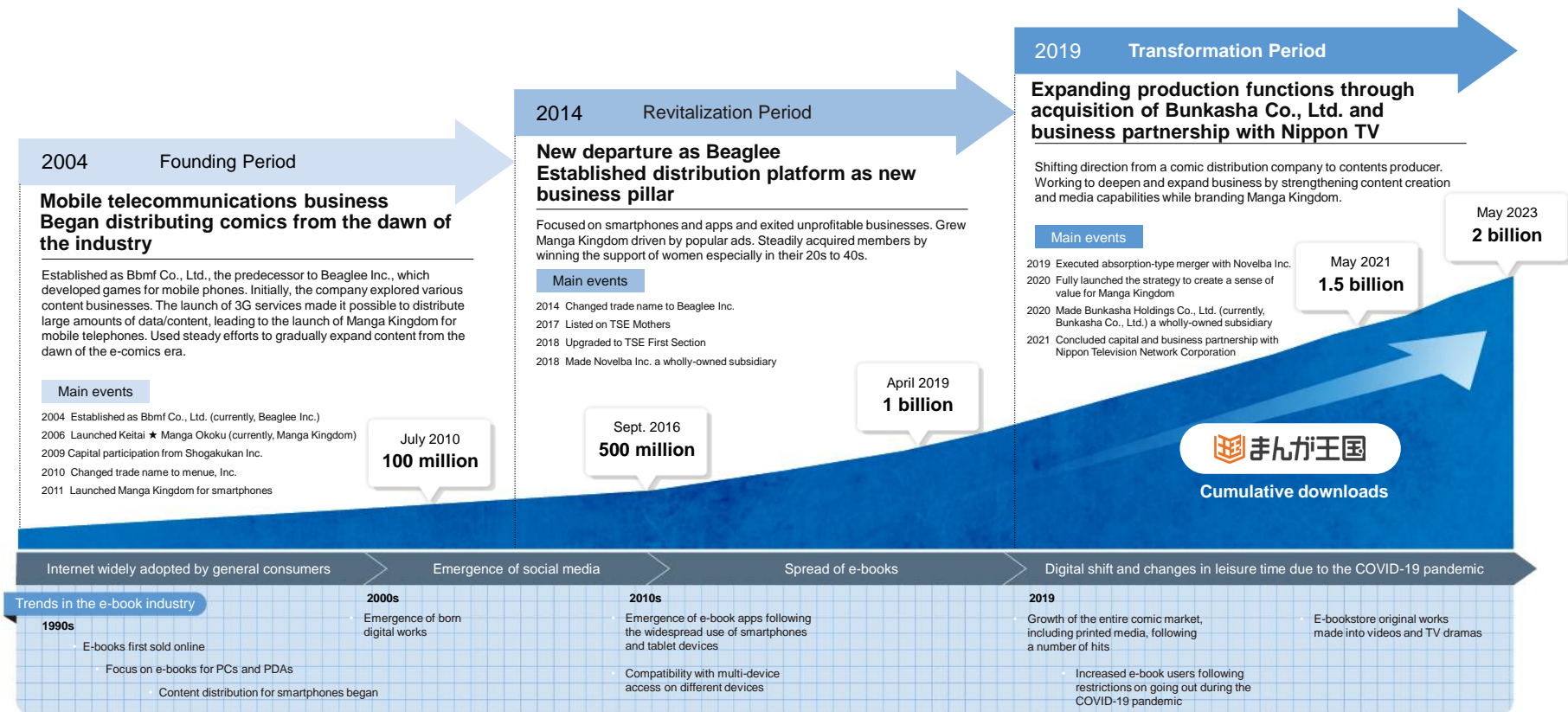
ぶんか社

BUNKASHA

海王社

新アポロ出版

BUNYUSHA
文友舎



* PDA: Personal Digital Assistant

Bunkasha's History and Content



Bunkasha has grown its business by constantly refining its content creation capabilities tailored to the latest trends and reader needs. In manga, Bunkasha has a vast collection focused mainly on genres for women, such as comics for ladies, and today it continues to offer these genres while tapping into new ones. It also publishes informative magazines covering automobiles.

History

Established as
Nihonbunkasha in Marunouchi,
Chiyoda-ku, Tokyo

Changed name to Bunkasha Co., Ltd.

Concluded capital and business
alliance with Nippon Sangyo
Suishin Kiko Ltd. (NSSK)

Launched its own comic website
called Manga Yomonga

Beagle made Bunkasha Holdings
Co., Ltd. (currently, Bunkasha Co.,
Ltd.) a subsidiary

1948

1992

2017

2019

2020

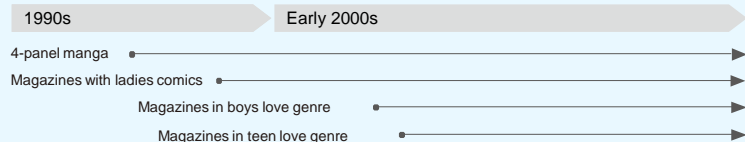
Turning point

1

1990s: Growth of comic market targeting women

In the 1990s, new genres emerged (comics for ladies and four-panel manga, etc.) unlike the conventional manga for young people and girls through the growth of readership who enjoyed girls manga in the 1970s and expansion of the convenience store market.

Evolution of Bunkasha's manga magazines



▶ Among the first in the industry to publish comics for women, establishing a strong presence in the genre

Turning point

2

Early 2000s: Bunkasha begins digitalization

Feature phone era

- Collaborated with e-bookstores and e-agencies to make inroads into the e-book market from an early stage
- Acquired DTP printing know-how and transferred it to the creation of files for e-comics
- Among the first in the industry to develop contracts with writers compatible with e-books

Smartphone and tablet era

- Implemented measures for expansion of single-story comic distribution and digitalization, including born-digital works and simultaneously distributed works, etc.
- Launched Manga Yomonga, a proprietary comic website

▶ Became a pioneer in expanding its e-book business

Earned
No. 1
sense of value



Provide services with longevity
using creative proposals that strike
at the heart of customers

Members: **Over 9 million**

Downloads: **2.4 billion**

Contracts with licensors such as publishers
and authors: Over **2,000**

Always over **10,000** for free

Access Manga
Kingdom



Manga Kingdom's
official mascot character
Hokoriamu

Notes:

1. "Survey on E-Comic Services"

Period: February 14 to February 19, 2025

Targets: Men and women between the ages of 20 and 69 who use either Manga Kingdom or another main e-comic service and who are subscribers (pay a fee to access)

Sample size: 1,236

Method: Internet research

Partner: MARCS Co., Inc.

2. Data as of June 2025

3. Cumulative downloads include free titles and comic strip titles converted to books.

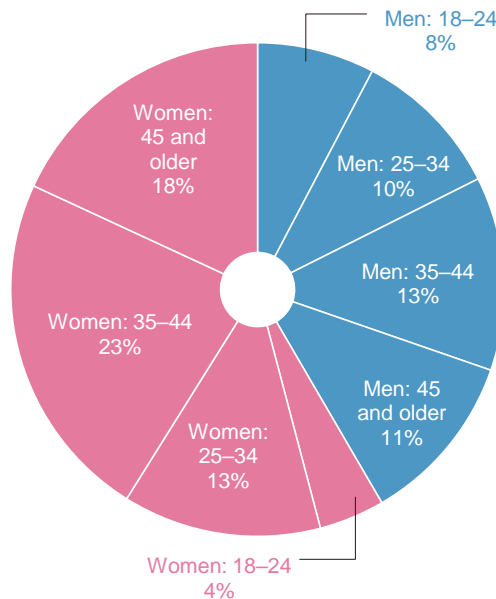
Popular among women in their
20s to 40s.

Many **become fans after**
encountering not only famous titles, but also
hidden gems and original content.
Many works have been turned into media after
gaining popularity, following the Company's
promotions, special features, etc.

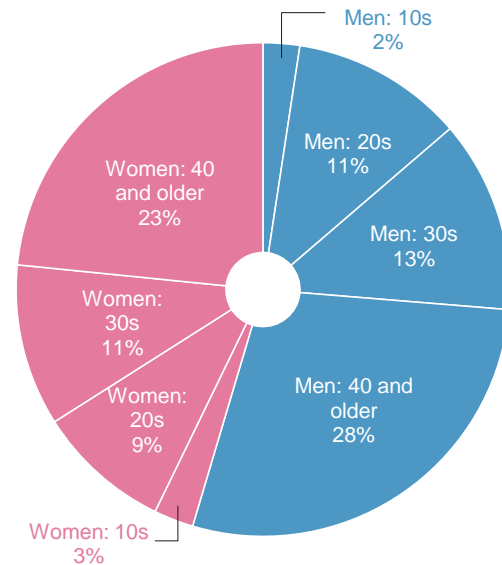


Manga Kingdom users

*As of June 30, 2025



General users of fee charging e-books



Source: Impress Corporation estimates, "eBook Marketing Report 2025"



Novel posting service that connects creators and readers based on the concept of creating a world where all forms of novels can be enjoyed on a digital device by anyone

Novels posted: Over **20,000**

Offers unique **novelba remuneration program**
Hosting novel contests through partnerships with publishers

Production and distribution of comicalized original posted works in collaboration with Manga Kingdom

Link to novelba
<https://novelba.com/>



Administrator of novel posting app novelba
Lulu Nonobe

Comics

- Specializing in comics for women which have a high affinity to digital contents.
- Many short works perfect for leisure reading also feature high affinity with digital works.
- Creating hit serialized works that are long and capable of enticing readers into purchasing the next work in the series, contributing to digital sales.

Comics for ladies



The Love Between the Director and the Company Livestock Is Frustrating
Shimo (author)



Manga Grimm Fairy Tales Kiripeibi
Mami Takezaki (author)



Remover of Impurities
Okita Bakka (author)



Botsuraku Reijo, Binbo Kishi no Maid ni Narimasu
Tokai Chiyo (author)
Mashimesa Emoto (original author)

Teen love genre



Please Sleep With Me, Tachibana! My First Sexual Partner is My Hot Coworker?!
Fudono Fudou (author)



Blind Love of a Dark Lawyer: The Most Obsessed and Pure Love Story in the World
Sumi (author)

Boys love genre



Kobayashi Senpai Wants to Do It with a Girl
Uri (author)



Let's pray with the Buddhist priest
Kotetsuko Yamamoto (author)

PICK UP

Media mix

- Content from a wide range of genres is visualized in various media.
- We increase revenue through promotion using YouTube and X.
- We hold real events for magazines and comic works. They contribute to enhancing the name recognition of media by strengthening ties with fans.

Visualized works



Stepmom and Daughter's Blues
Rin Sakurazawa (author)



Mr. Mitsuya's planned feeding
Ayaka Matsumoto (author)



HANJUKU FAMILIAR -harapeko kyoudai no jukusei recipe
Marie Hatori (author)



The Love Between the Director and the Company Livestock Is Frustrating
Shimo (author)



"If" that cannot be erased -digital tattoos continue to go viral-
Shinobu Kuroda (author)

Voice comic works



Land of Beauty and Ugliness -The Woman Who Gave Up Her Face for Revenge-
Harumi Fujimori (author)



Assassin Diner
Hatoji Erisaki (author)



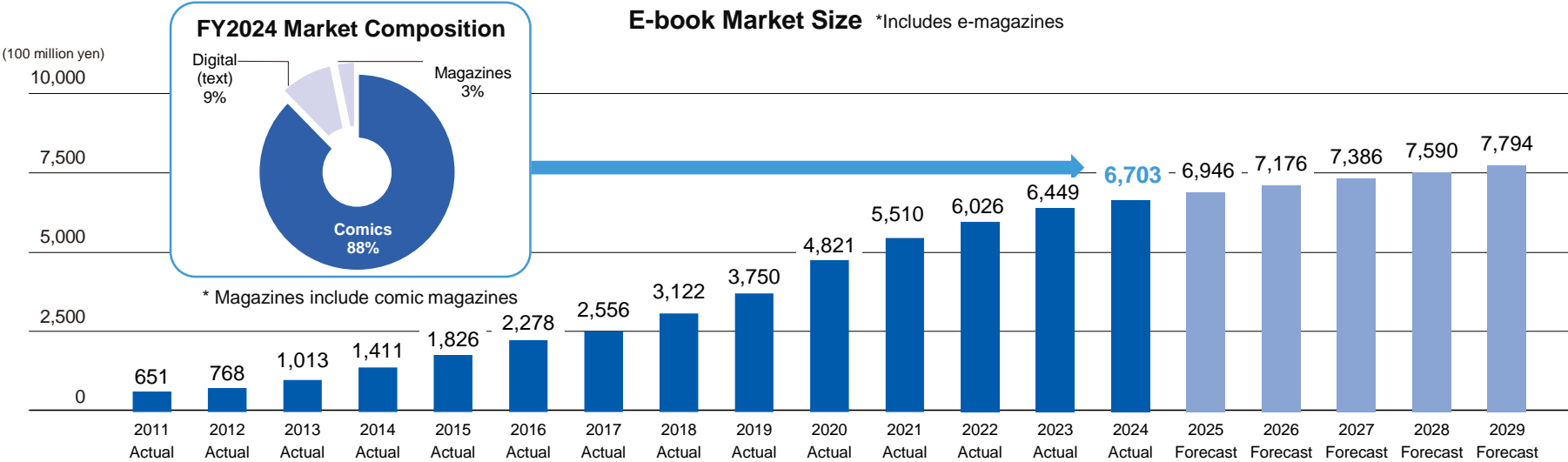
Exhibition of Momose An, I want you to love me to the inside



GUSH 20th anniversary exhibition -with LOVE-

The size of the e-book market in fiscal 2024 is estimated to be 670.3 billion yen, an increase of 25.4 billion yen (3.9%) from 644.9 billion yen in fiscal 2023.

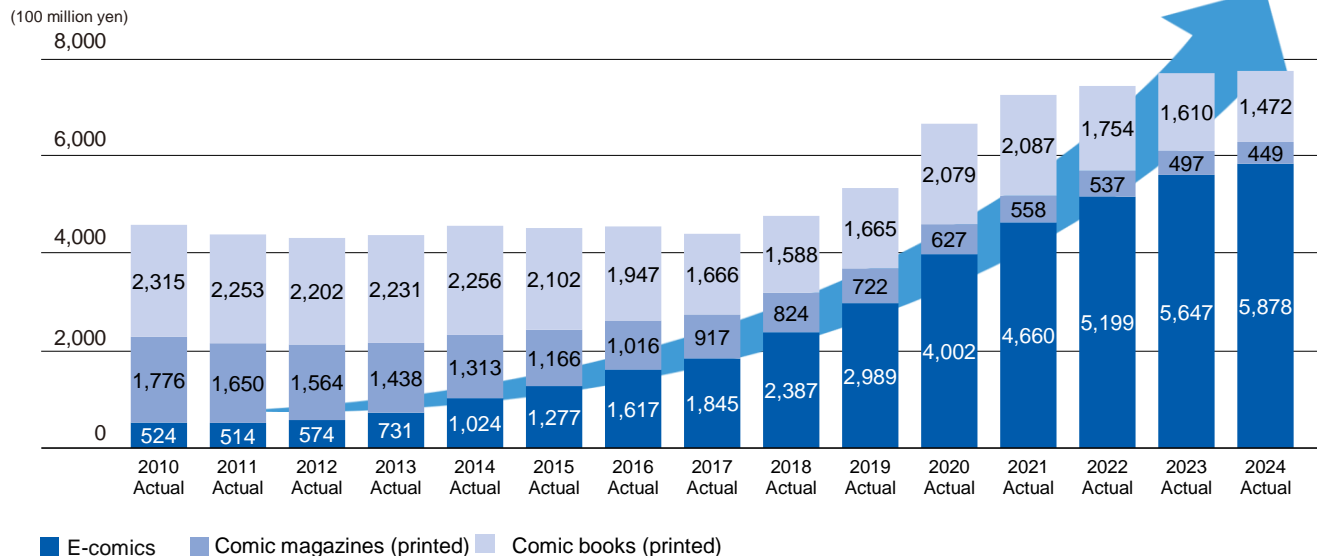
The market is expected to grow to 800 billion yen in fiscal 2029.



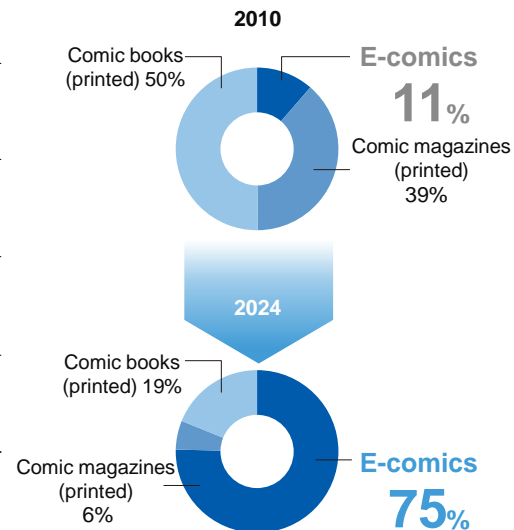
Source: Impress Corporation estimates, "eBook Marketing Report 2025"

Comics' share of the publishing market increased from the previous year.
In addition, e-comics account for more than 70% of the comic market.

Changes in Comic Market *Excludes digital comic magazines



Changes in Comic Market Composition



Source: Impress Corporation estimates, "eBook Marketing Report 2025"/Research Institute of the Publishing Science, "Annual Report on the Publication Market 2025"

Create new value by connecting creators and fans



Beaglee Inc.
Securities code: 3981

Email : ir@beaglee.com