# YMIRLINK

Third Quarter of the Fiscal Year Ending December 31, 2025 Summary of Financial Results

> November 14, 2025 YMIRLINK, Inc.

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1.

**Business Overview** 

#### **Messaging solution business**

We support corporate digital communications and marketing with technology and services.



#### **Cuenote Series**

#### **Email services**

Percentage of sales

64.8%

**SMS** services

Percentage of sales 12.8%

#### Other services



Email delivery service

Cuenote FC

Equipped with large-scale, high-speed delivery performance and extensive marketing functions

Percentage of sales

19.8%



SMS delivery service

Cuenote SMS

Direct carrier access-type SMS delivery Service Supports IVR and two-way communication for sending from API and screen



Cuenote SMS for LGWAN

Service for government and local governments

Cuenote SMS for kintone

kintone coordination

Cuenote SMS for Salesforce

salesforce coordination



Relays email with an API and SMTP to resolve delays and non-deliveries

Includes delivery error reason analysis function



kintone email delivery

Cuenote® Mail for kintone

Enables users to perform simple centralized management of everything from email delivery to email management on kintone



Identity verification service

Cuenote Auth

A service that enables the simple implementation of secure multi-factor authentication using SMS/IVR through an API



Web push notifications

Cuenote Push

Enables the sending of web push notifications to users' PCs and smartphones without the need for an app



Online survey and form system

Cuenote Survey

Creates surveys and secure forms Supports flexible design and multiple languages

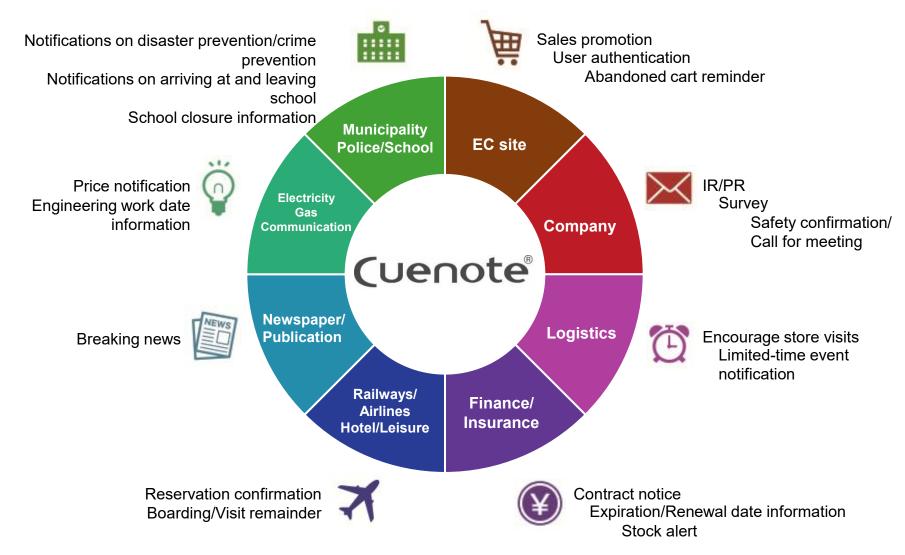


Safety confirmation Cuenote

Linked with weather information, in the event of disaster it automatically confirms safety status of the employees in the affected area

#### Where is Cuenote used?

In addition to promotional use, it is used for a variety of purposes and industries



#### **Clients of Cuenote**

Since its launch, Cuenote has gained popularity with many clients. Over 2,700 contracts

















2.

Financial results for the 3rd quarter of the fiscal year ending December 31, 2025

#### **Earnings summary**

Net sales

2,236 million yen

Both the third quarter itself and the cumulative first nine months reached record highs

Year-on-year

**12.9**% increase

Operating profit

462 million yen

While the third quarter itself saw record high profit, it decreased year-on-year over the first nine months of the fiscal year

Year-on-year

1.4% decrease

Mail

1,784 million yen

End-of-period MRR: 201 million yen / MRR (\*1) growth thanks to the effect of price revisions among other factors

Year-on-year

6.2% increase

SMS/Auth

297 million yen

End-of-period MRR: 36 million yen / MRR growth due to increase in the number of contracts

Year-on-year

**15.9**% increase

Survey and other services

49 million yen

End-of-period MRR: 5 million yen

Year-on-year

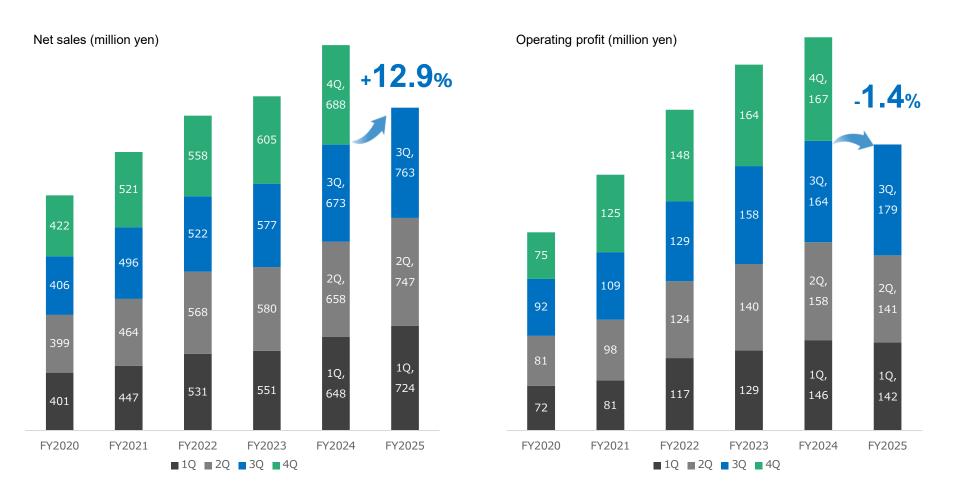
**11.2**% increase



## **Business Results Development (up to the most recent quarter)**



Sales reached a record high, while operating profit was unable to recover from sluggishness in the first half and decreased

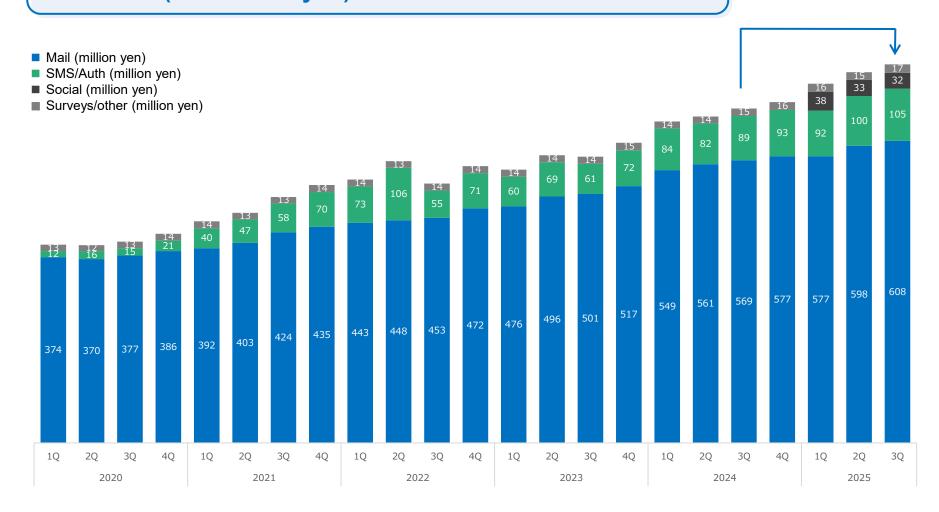




## **Quarterly Sales Development (by Service)**



Year-on-year: Growth in mail (6.9%), SMS (17.5%), and Social (+32 million yen)



#### Main service highlights Mail



New services and plans targeting small- to medium-sized users

#### >> Cuenote Mail for kintone

Following Cuenote SMS for kintone, we released services for sending emails, including those with file attachments, via kintone Certified as an official Cybozu partner

#### >> Cuenote SRS entry plan

Entry plan aimed at companies looking to smoothly and reliably send transaction emails such as confirmation emails and notifications such as one-time passwords during user registration and ordering



» Main enterprise plan clients in January to September of 2025

Payment processors, banks, communication businesses, insurance businesses, game developers, financial software developers, travel businesses, employment agency businesses, ministries and agencies, professional baseball teams, cosmetics manufacturers, cinema complexes

Publishing of customer stories

#### **Science Corporation**

Main Reasons for Deployment Decision

- √ First campaign mail
- √ End-to-end support, including operations
- √ Achieved 20 million yen in sales

#### Retty Inc.

Main Reasons for Deployment Decision

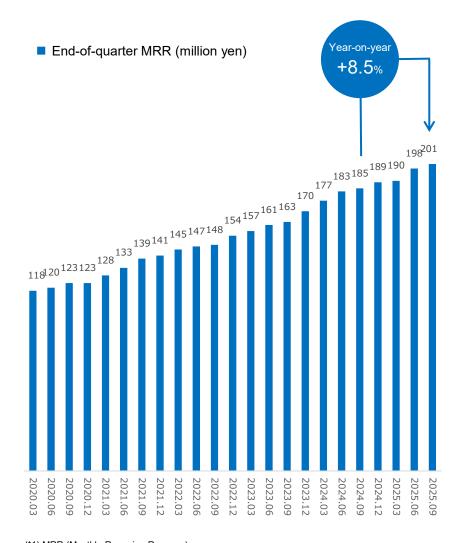
- √ Eliminating work complexities and addressing cost concerns
- √ 80% reduction in operational costs
- √ Replacement for MA tools

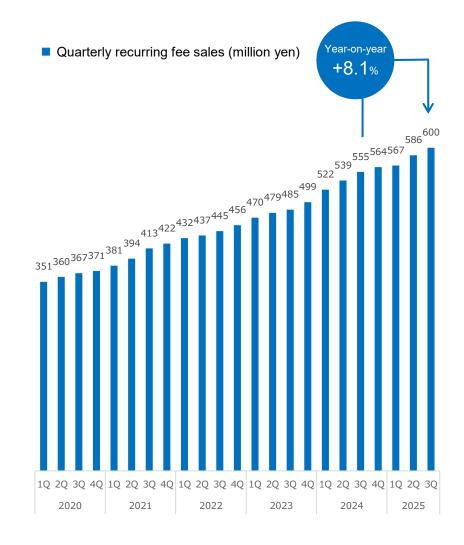




#### Mail End-of-quarter MRR (\*1)/Quarterly recurring fee sales

MRR at the end of the fiscal year increased by 8.5% over the same period in the previous year to 201 million yen, and third quarter recurring fee sales saw an 8.1% year-on-year increase to 600 million yen



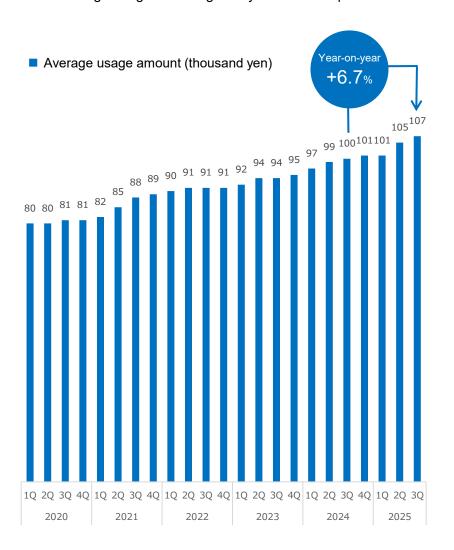


<sup>(\*1)</sup> MRR (Monthly Recurring Revenue):



#### Mail Average usage amount/Monthly churn rate

Average usage amount (\*1)
The average usage amount grew by 6.7% due to price revisions



#### Churn rate (\*2)

While the churn rate increased in the first half (January-June) due to churn caused by price revisions, this settled down from May onward, and the average churn rate from January to September fell to 0.60%.



<sup>(\*1)</sup> One-off sales (one-time-fee sales) such as initial setting and customization are not included in the average usage amount per contract This is calculated by the formula: [Total full-year recurring fee sales / Total number of full-year contracts]

<sup>(\*2)</sup> The churn rate is based on the revenue churn (amount based), and it is calculated by the formula: <Cancellation amount incurred in the month / Contract amount at the beginning of the month x 100>

#### Main service highlights SMS/Auth

Sales for the third quarter increased by 15.9% year-on-year due to an increase in contracts

>> Main clients from January to September 2025

**Identity verification:** E-comics, food makers, credit cards, medical **Notifications/contact:** Personnel dispatch, transportation industry,

incorporated educational institutions, cram schools,

medical institutions, municipalities, M&A mediation

**Promotions:** Automobile/motorbike sales, healthcare/beauty, publishing,

real estate

Prompts and reminders: Gas, unions, credit cards



Publishing of customer stories

#### **Kisarazu City Hall**

Main Reasons for Deployment Decision

- √ Steadfastly cost effective
- √ Specify sender number
- √ LGWAN compatible

#### **FREE BRAIN**

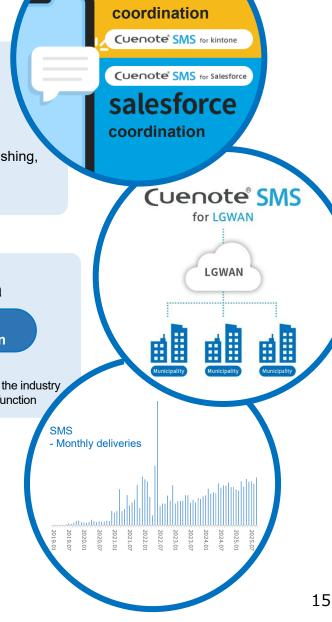
Main Reasons for Deployment Decision

- ✓ Immediate and timely information transmission
- √ Reductions to working hours through kintone coordination
- Delivery result and efficacy measurement coordination and analysis

#### Co-op Co-op Okinawa

Main Reasons for Deployment Decision

- ✓ Alternative to calling
- ✓ Delivery costs among the lowest in the industry
- √ Multiple department management function



kintone

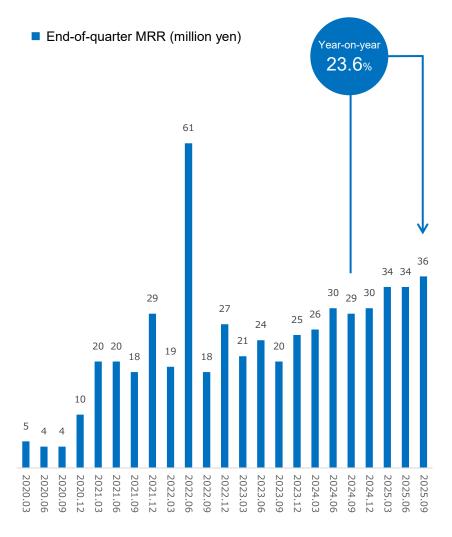
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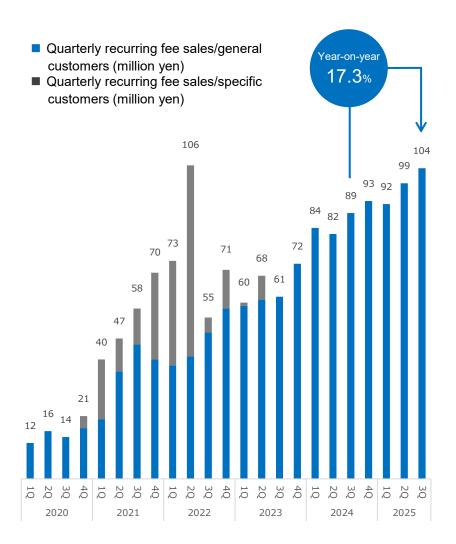
<sup>\*</sup> Kintone is a registered trademark of Cybozu, Inc. Salesforce is a trademark of Salesforce, Inc.



#### SMS/Auth Quarterly MRR/Quarterly recurring fee sales

End-of-quarter MRR and quarterly recurring fee sales both grew year-on-year due to increased users

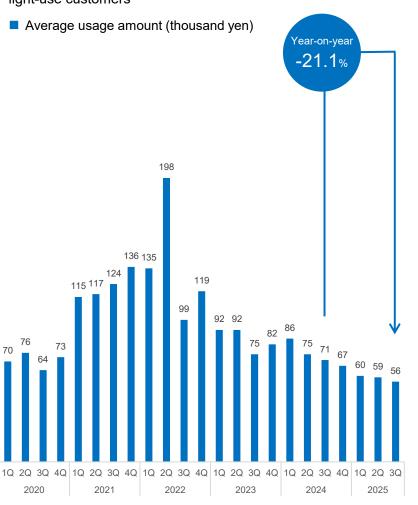






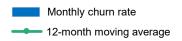
### SMS/Auth Average usage amount/Monthly churn rate

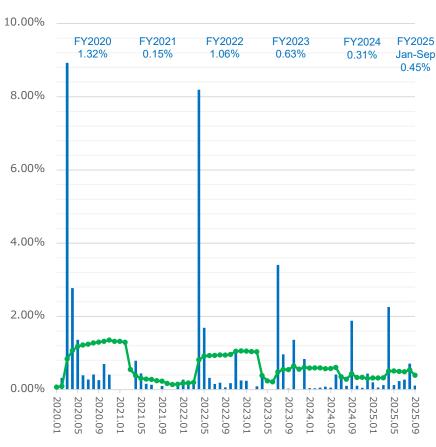
Average usage amount for SMS/Auth (\*1) Decrease of 21.1% in average usage amount due to an increase in light-use customers



SMS/Auth churn rate (\*2) (\*3)

The monthly churn rate for the fiscal year in question remained low at an average of 0.45%





<sup>(\*1)</sup> One-off sales (one-time-fee sales) such as initial setting and customization are not included in the average usage amount per contract. This is calculated by the formula: |Total full-year recurring fee sales | Total number of full-year contracts]

<sup>(\*2)</sup> The churn rate is based on the revenue churn (amount based), and it is calculated by the formula: <Cancellation amount incurred in the month / Contract amount at the beginning of the month x 100>

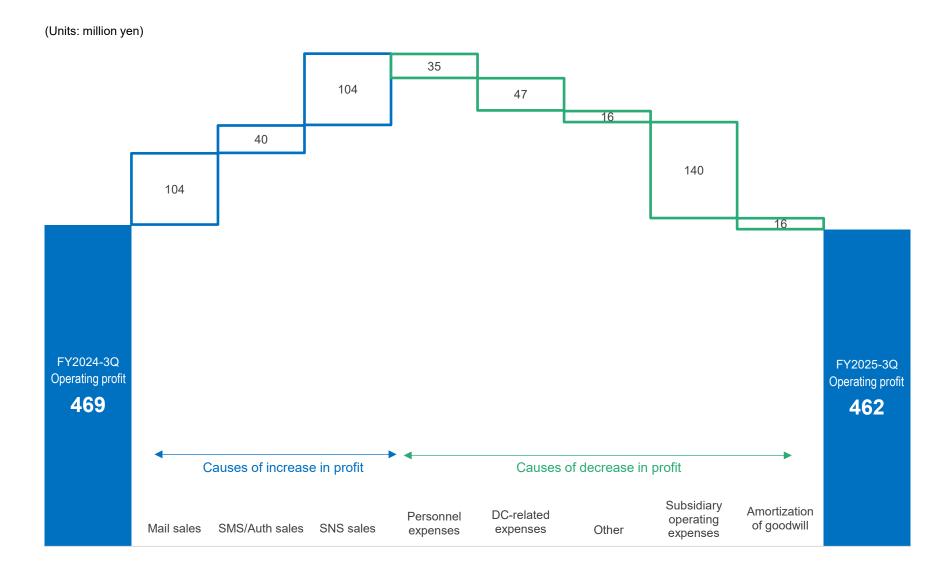


### **Income statement**

	Q3 2024	Q3 2025	Rate of increase/decrease	Increase/decrease
Net sales	1,981 million yen	2,236 million yen	12.9 %	254 million yen
Cost of sales	671 million yen	780 million yen	16.3 %	109 million yen
Gross profit	1,309 million yen	1,455 million yen	11.1 %	145 million yen
Gross profit ratio	66.1 %	65.1 %	-1.0 pts.	-
Sales, general and administrative expenses	840 million yen	1,002 million yen	19.3 %	161 million yen
Operating profit	469 million yen	462 million yen	-1.4 %	-6 million yen
Operating profit ratio	23.7 %	20.7 %	-3.0 pts.	-
Ordinary profit	469 million yen	464 million yen	-0.9 %	-4 million yen
Current net profit	324 million yen	306 million yen	-5.4 %	-17 million yen
Current net profit ratio	16.4 %	13.7 %	-2.6 pts.	-



## Causes of increase/decrease of operating profit

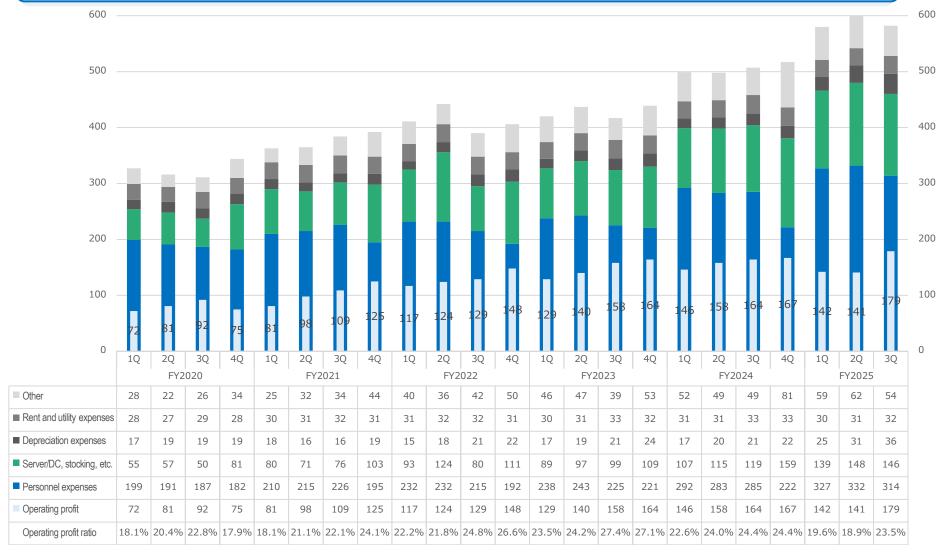




## Growth of quarterly operating expenses and operating profit

 $oldsymbol{\boxtimes}'$ 

Increase in personnel expenses, depreciation expenses, commissions, and other costs due to consolidation

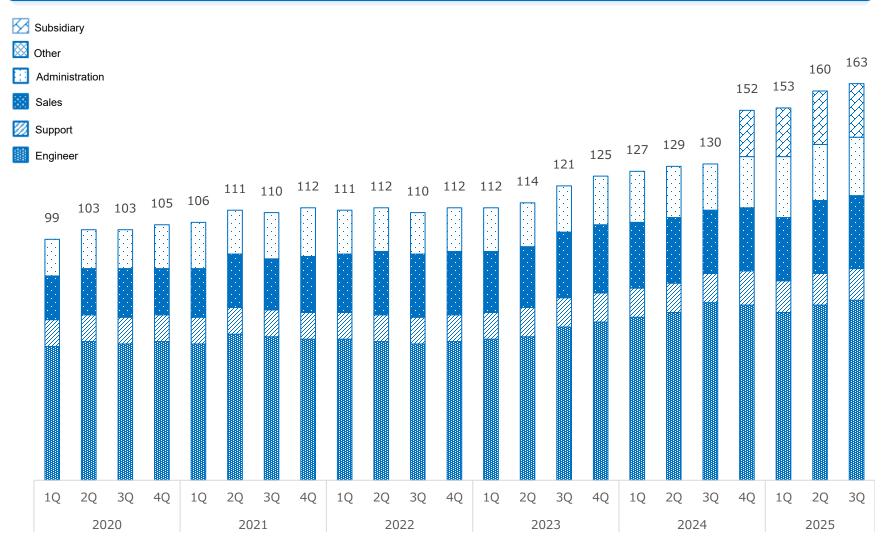




## Number of group employees

V

11 more employees have joined since the end of the previous period to make the total 163





#### **Balance sheet**

	FY2024	September 30, 2025	Increase/decrease	Current assets	
Current assets	2,969 million yen	2,862 million yen	-106 million yen	<ul> <li>Cash equivalent -133 million yen</li> <li>*Dividends paid (210 million yen), etc.</li> </ul>	
Fixed assets	466 million yen	603 million yen	137 million yen	Non-current assets  • Property, plant and equipment +102 million yen	
Total assets	3,435 million yen	3,466 million yen	31 million yen	Acquisition of equipment, such as servers, etc. +172 million yen Depreciation -70 million yen	
Current liabilities	538 million yen	521 million yen	-16 million yen	Investments and other assets     +47 million yen  Long-term prepaid expenses	
Fixed liabilities	50 million yen	- million yen	-50 million yen	+29 million yen Deferred tax assets +16 million yen	
Total liabilities	588 million yen	521 million yen	-66 million yen	Current liabilities  • Accounts payable – trade  +17 million yen	
Total net assets	2,846 million yen	2,944 million yen	97 million yen	Current portion of long-term borrowings     –9 million yen	
Total liabilities and net assets	3,435 million yen	3,468 million yen	33 million yen	<ul> <li>Accounts payable - other, and accrued expenses -99 million yen</li> <li>Accrued taxes, etc5 million yen</li> <li>Advances received, etc. +8 million yen</li> </ul>	
Equity ratio	82.9 %	84.9 %	2.0 pts.	Bonus reserves +70 million yen  Fixed liabilities	

• Long-term borrowings -50 million yen



3.

Financial forecast for the fiscal year ending December 31, 2025

# Consolidated financial forecast for the fiscal year ending December 31, 2025

	Full-year forecast FY2025	Q3 2025	Progress rate
Net sales	3,156 million yen	2,236 million yen	70.9 %
Recurring fee sales	2,887 million yen	2,098 million yen	72.7 %
SNS sales (*1) / One-time-fee sales	269 million yen	137 million yen	51.1 %
Operating profit	700 million yen	462 million yen	66.1 %
Operating profit ratio	22.2 %	20.7 %	-1.5 pts.
Ordinary profit	701 million yen	464 million yen	66.3 %
Current net profit	480 million yen	306 million yen	63.9 %
Current net profit ratio	15.2 %	13.7 %	-1.5 pts.

<sup>\*1</sup> refers to social media marketing support (account management, advertising management, consulting) sales by ROC inc.

# Fiscal year ending December 31, 2025 Index of main services

	FY2024	FY2025	Rate of increase/decrease
Mail			
Full-year recurring fee sales	2,182 million yen	2,400 million yen	10.0 %
End-of-year MRR	189 million yen	210 million yen	10.7 %
Monthly churn rate	0.41 %	0.46 %	0.05 pts.
SMS/Auth			
Full-year recurring fee sales	350 million yen	418 million yen	19.4 %
End-of-year MRR	30 million yen	37 million yen	22.3 %
Monthly churn rate	0.31 %	0.23 %	-0.08 pts.

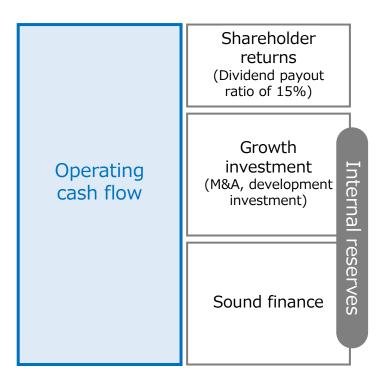


4.

Shareholder returns

# **Policy on shareholder returns**

We will ensure growth investment and internal reserves to improve our corporate value, and will provide stable and continuous returns to shareholders.



#### **■** Dividend forecast

	Dividend forecast FY ended December 31, 2024 (Revised January 31, 2025)	Dividend forecast FY ending December 31, 2025
Normal dividend	18.00 yen	19.00 yen
Commemorative dividend	37.00 yen	-



**5.** 

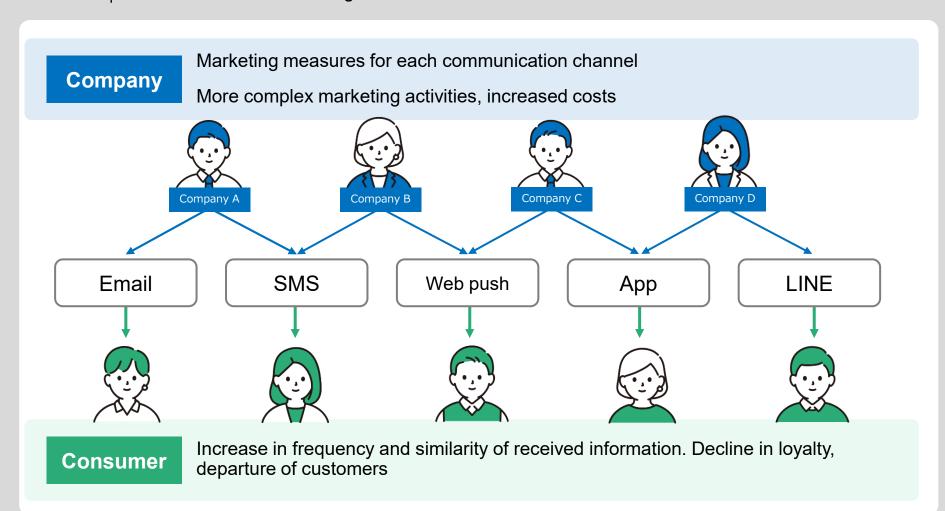
Growth plan

# Sustained growth from an increased number of messaging channels and platform creation



## Role of a messaging platform

Challenge Background Diversification of communication methods as a result of the evolution of consumers' lifestyles, and IT tools and technologies

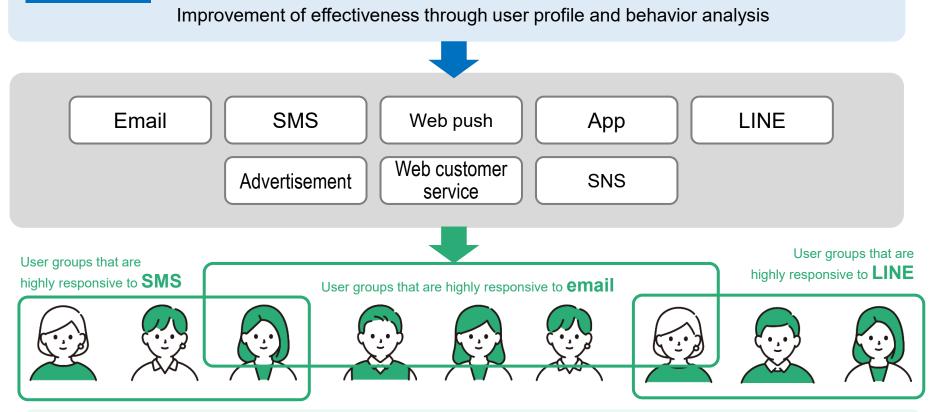


# Role of a messaging platform

Company

Improvement of the efficiency and sophistication of marketing activities

Realization of consistent or seamless communication

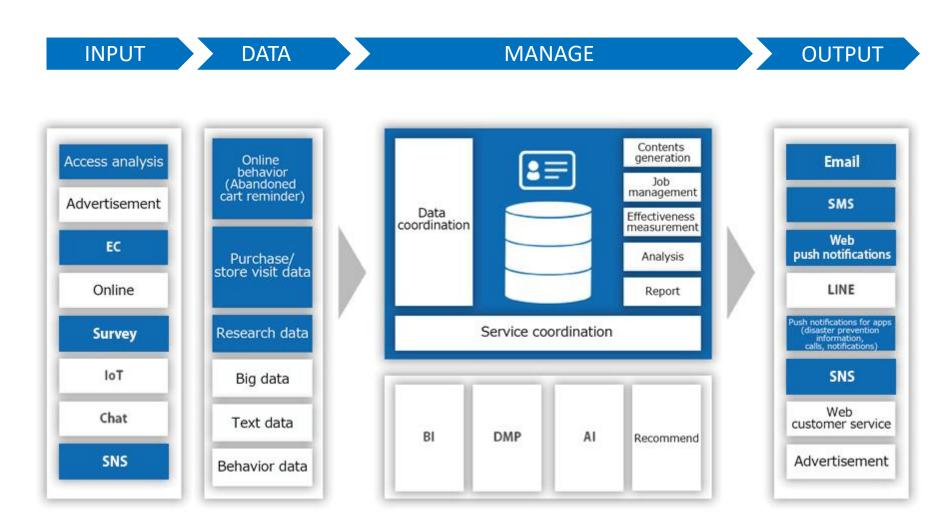


Consumer

Receiving information with optimized frequency, amount and timing

#### Messaging platform conceptual diagram

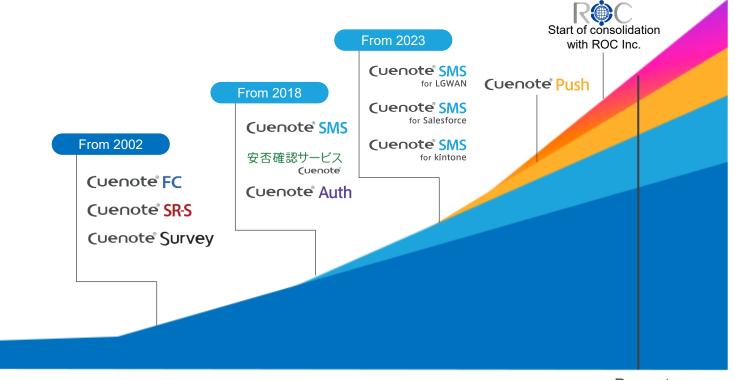
Expand the areas to be covered through selection and concentration



#### Vision for future growth

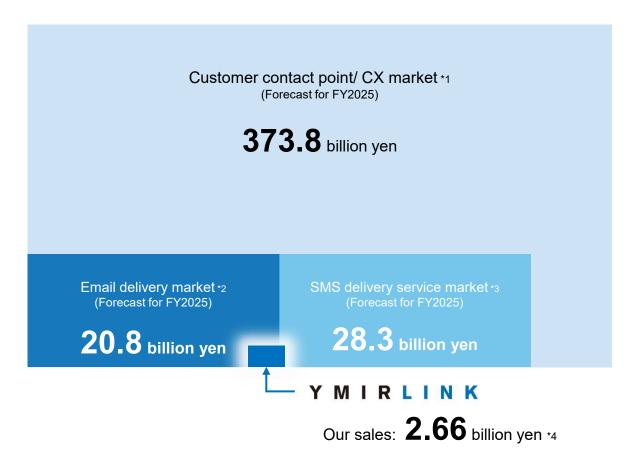
Strong growth from an increased share in the mail and SMS markets and an increased number of messaging channels

- ► Increased and enhanced human capital (increased employee numbers with a focus on technology, human resources development)
  FY2025: Increase of 22 (consolidated) FY2026: Increase of 15 (consolidated)
- ► Channel/service/infrastructure development targeting increased customer value
  2025 2026: Cuenote platform development, application of new technology to service infrastructure equipment, LGWAN service expansion
- ► Marketing enhancement
  - 2025 2026: Online marketing enhancement targeting an increase in leads
- ► Business and capital alliances
  2025 2026: Acquisition of alliances with technology/service companies that produce synergy



#### Our markets and related markets

We believe that shifting of communication with consumers from physical to digital will further progress, and the market that we belong to has a lot of room for growth



<sup>\*1</sup> Source: Fuji Chimera Research Institute "Software Business New Market 2024 Edition" Customer contact point / CX market (Forecast for FY2025)

<sup>\*2</sup> Source: ITR Corporation "ITR Market View: Email/Web marketing markets 2025" Email delivery market (Forecast for FY2025)

<sup>\*3</sup> Source: ITR Corporation "ITR Market View: EC site construction/CMS/SMS delivery service/electronic invoice service/E-contract service markets 2024" SMS delivery service (Forecast for FY2025)

<sup>\*4</sup> Sales for fiscal year ended December 31, 2024



6.

**Appendix** 

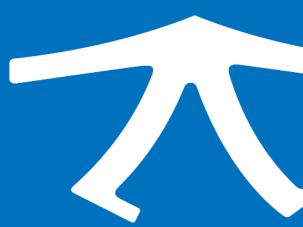
# The origin of our name

"Ymir" is the first giant in Norse mythology and a symbol of creation.

"Link" represents connection.

As the origin of the company name suggests,

YMIRLINK is a company that creates connections.





## **Company Overview**

#### Provider of a SaaS format messaging solution "Cuenote"

Company name YMIRLINK, Inc.

**Security identifier code** 4372 (Tokyo Stock Exchange Growth)

**Date of establishment** July 1999

Representative Wataru Shimizu, President and CEO

Tokyo (Head Office) Odakyu Southern Tower 12F, 2-2-1, Yoyogi, Shibuya-ku, Tokyo

Address Osaka (Branch Office) Pacific Marks Nishi-Umeda 7F, 2-6-20, Umeda, Kita-ku, Osaka-shi, Osaka

Hokkaido (Office) Hikari Building 5F, 1-1-12, Minami Gojo Nishi, Chuo-ku, Sapporo, Hokkaido

Capital 273 million yen

Number of employees 163 consolidated (141 standalone) \*As of September 2025

Business Messaging solution business

# **Corporate history**

1999	Established by students who met through the Internet as a limited liability company that undertook production work for corporate websites and web systems
2000	Reorganized as a stock company, subcontracted to undertake system development for online communities (such as bulletin board and online chat), and software development for email delivery system
2002	Capital participation of CyberAgent as the largest stockholder. Engaged in development and operation of advertisement management system and campaign system of the group
2003	Independently developed high-speed email delivery engine, launched email delivery ASP service, and gradually expanded clients
2005	Cybozu became the largest stockholder Business transition from contracted system development to a service-based model, including messaging solution business
2006	Formed business partnership with Itec Hanshin (currently Itec Hankyu Hanshin)
2007	Terminated some services to concentrate management resources
2009	Unified products under Cuenote® brand
2011	Itec Hankyu Hanshin became the largest stockholder, Osaka Branch Office opened for business expansion
2013	Launched Cuenote Survey, SaaS-type survey service
2016	Opened Okinawa Office as a development base (closed in 2024)
2018	Opened offices in Fukuoka and Sapporo (closed in 2024) as development bases Launched Cuenote SMS
2019	Launched Cuenote safety confirmation service
2020	Relocated Osaka Branch Office for business expansion
2021	Listed on the Tokyo Stock Exchange Mothers Index (Currently Growth Market)
2022	Launched authentication service Cuenote Auth
2023	Launched Cuenote SMS for LGWAN that connects to the Local Government Wide Area Network
2024	Established Business Promotion Office for alliance promotion Acquired shares of ROC inc., which provides social media solutions, making ROC a subsidiary Launched WebPush service Cuenote Push
2025	Launched Cuenote SR-S entry plan, email delivery system Released Cuenote Mail for kintone that enables email sending from kintone — YMIRLINK certified as an official Cybozu partner

Appendix



## **About products**

Email delivery system

# Cuenote FC



SaaS

Software

This is an email delivery system that is equipped with large-scale, high-speed delivery performance and extensive marketing functions thanks to a unique delivery engine (MTA) developed by us.

This system aims to improve the arrival rate by analyzing more than 8.1 billion communications per month, thanks to which it can fast and reliable delivery even for large-scale email delivery in which the number of recipients is in excess of tens or hundreds of millions.

Email delivery system

# Cuenote SR-S



SaaS

Software

It is an email relay server that relays SMTP through DNS settings to eliminate email delivery delay and non-delivery.

It includes a delivery error reason analysis function and supports API-based document creation and delivery.

#### **About products**

SMS delivery service

# Cuenote<sup>®</sup> SMS



SaaS

This is a direct carrier access-type SMS delivery service.

It supports IVR and two-way communication for sending from API and screen.

It can be used for purposes such as identity verification, important notifications and guidance, demands, promotions, the optimization of call business, etc. For administrative bodies and local governments, Cuenote SMS for LGWAN that connects to across local government wide area networks (LGWAN) has been launched.

Authentication service

# Cuenote® Auth



SaaS

A secure authentication service utilizing SMS and IVR through phone numbers.

The authentication process can be easily implemented just by making a request to the API, after which an authentication code will be createdand sent.

It can be used for purposes such as identity verification, measures against resale for EC websites, unauthorized access prevention, etc.

#### **About products**

Online survey and form system

# Cuenote Survey



#### SaaS

This is a web survey form system provided in SaaS that enables the creation of advanced surveys and secure forms using a web browser (without code).

It supports responsive design, multiple languages, and integrated landing page (LP) forms for use in various situations.

#### Safety confirmation service

# 安否確認サービス Cuenote®



### SaaS

This is a safety confirmation service that is linked with weather information, and in the event of disaster, it can automatically confirm the safety status of the employees in the affected area.

The Cuenote safety confirmation service provides disaster and emergency support through excellent operability that enables quick notification creation with fast and reliable delivery performance even in times of emergency, allowing you to quickly confirm the safety of members and summon an emergency meeting.

#### **About products**

Web push notifications

# Cuenote<sup>®</sup> Push



#### SaaS

Web push notification is a function that delivers push notifications to a PC, smartphone, or other device via a web browser. In contrast to email magazines, LINE, and other such means of correspondence, web push notifications have the benefit of being easily noticed, as they are delivered to users without the need to open a dedicated app.

kintone email delivery

# Cuenote Mail for kintone



#### SaaS

This is a service that coordinates with "kintone" to effectively deliver email.

It allows you to configure email delivery settings and check delivery results on the "kintone" app, therefore reducing the management burden for email delivery tasks.

#### **Disclaime**

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This document includes forward-looking statements. These forward-looking statements are prepared based on the information as of the date hereof. These statements provide no guarantee regarding future results and performance. Such forward-looking statements necessarily include known and unknown risks and uncertainties, and as a result, actual performance and financial status in the future may differ significantly from the future performance and results expressed or implied in the forward-looking statements.

Factors that could cause results to diverge from those described in these statements include but are not limited to changes in domestic and international economic conditions and trends in the industry in which we operate.

Additionally, information regarding matters and organizations other than YMIRLINK is based on publicly available information, and we have not verified and do not guarantee the accuracy and appropriateness of such publicly available information.

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# YMIRLINK