

October 30, 2025

Company name: RAKSUL INC.

Representative: Yo Nagami

Representative Director, President & Group CEO
(TSE Prime Market Code No. 4384)

Contact: Masaru Sugiyama
SVP & Group CFO

Notice Concerning the Conclusion of a Strategic Partnership Agreement with Canva

RAKSUL INC. (the “Company”) hereby announces that it has entered into a strategic partnership agreement for the Japanese market with Canva (Headquarters: Sydney, Australia; CEO: Melanie Perkins; "Canva"), the developer of the globally utilized visual communication and design platform, "Canva."

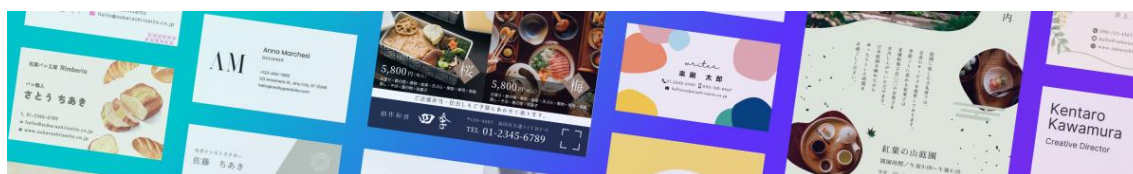
Through this partnership, both companies aim to realize "a world where everyone can easily utilize the creative and marketing tools necessary for business growth." Starting first with the design of business cards, in the future they will develop comprehensive services that go beyond the integration of design and printing to encompass the web, sales promotion, and marketing domains.

Please refer to the attached press release for details.

**~To Support an End-to-End Workflow from Design to Printing, Web, and Marketing,
Accelerating Expansion in a Growing Market~**

RAKSUL INC.

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Under its vision, "BETTER SYSTEMS, BETTER WORLD," RAKSUL has been transforming traditional industrial structures. Currently, it is moving to the next stage, aiming to become an "End-to-End Technology Platform for Small Businesses."

For SMEs in Japan, the means necessary for business growth are diverse, ranging from printed materials like business cards and flyers, sales promotion items, websites, and social media, to community-based direct marketing. However, "design production" still requires specialized skills, and creating print-ready data has been a major challenge for users without specialized knowledge or production techniques.

Furthermore, marketing activities are fragmented: design is created by a design firm or service, printing is outsourced to another company, and web services are commissioned from yet another. This fragmented experience creates barriers of cost, time, and know-how, and the current situation is that many businesses are unable to fully utilize these tools.

Through this partnership with Canva, which shares this same awareness of the problem, we will seamlessly connect "design" and "business growth," creating an end-to-end link between the previously fragmented "design," "printing," "web," and "marketing" processes.

Details of the Partnership

Specifically, we will advance the following initiatives through this partnership:

1. Providing a smooth printing UX on Canva

Designs created on Canva will be directly linked to Raksul's high-quality, low-cost, and short-delivery printing services. Starting with business cards and flyers, we will sequentially expand to support diverse printing needs, including posters, brochures, novelty items, and apparel.

2. A one-stop experience on Raksul, from design to printing and delivery

Users will be able to seamlessly connect to Canva from Raksul and use a wide range of services—including printing, direct mail, area marketing, website creation, and digital marketing—all in one stop.

RAKSUL, as a B2B platform supporting everything from printing to web and digital marketing, will assist with cost, operations, and sales channel expansion.

Canva, as a globally utilized design platform, will provide an environment where anyone can intuitively create high-quality creative work.

Together, both companies will make "marketing investments that were previously only possible for large corporations" accessible to SMEs, contributing to the development of the Japanese economy by supporting these businesses.

About the New Service Offering

Through the collaboration between Canva and RAKSUL, it is now possible to submit designs for business cards created on Canva directly to Raksul with a single click from the editing screen. In the future, we will sequentially expand this integration beyond business cards to various products such as flyers and booklets.

<How to Use>

1. Log in to your Canva account or create a new one, and open Canva on your preferred device.
2. Type "business card" into the search bar to display a list of business card templates. Select a template you like from the designs.
3. Edit the template by changing images and text, then save your design.
4. On Raksul, select the options that meet your needs while comparing paper types and prices, then submit your completed design. Once submitted, the order is complete.



Connecting from Canva to Raksul (UI)

It is also possible to connect to Canva via an integration on the Raksul service. Once installed, you can print directly from the template editing screen.

Connecting from Raksul to Canva (UI)

Service Website URL: https://www.canva.com/ja_jp/raksul/

Comments from Both Companies on the Strategic Partnership

<Atsushi Takahashi, Japan Country Manager, Canva>

Canva, which allows anyone to easily create wonderful designs regardless of skill or experience, has seen its usage double in the past year. The need to not only create visual content but also to utilize it in various forms is growing just as rapidly. Furthermore, Canva is also a collaboration tool that increases the productivity of creative work within companies through features like team-based design sharing and brand template management, and its adoption by enterprises is expanding. This partnership with RAKSUL INC. will enable us to provide services seamlessly, extending beyond design production to printing and the creation of promotional materials. Canva will continue to work with Raksul to even more powerfully support the business growth of Japanese companies through the power of creative and marketing.

<Yo Nagami, Representative Director, President and Group CEO, RAKSUL INC.>

Under our vision, 'BETTER SYSTEMS, BETTER WORLD,' RAKSUL has unleashed the potential of companies by creating and providing new systems. We have now grown into one of Japan's leading B2B platforms, with over 3 million customer IDs, and are expanding our business domains from printing to web and digital. This strategic partnership with Canva is an initiative that symbolizes this next stage. Through our collaboration with Canva, a globally utilized design platform, we will seamlessly connect everything from design to printing, sales promotion, and digital, cultivating a new market that transforms corporate creativity into a driving force for growth. To an era where everyone can unleash their creativity, even without specialized knowledge of design or marketing. RAKSUL will change the future with the power of systems.

About Canva

Founded in 2013, Canva is the world's leading all-in-one platform built for visual communication and collaboration. To empower everyone to shine with design, Canva serves the creative and design needs of large enterprises, small businesses, individuals, and students in over 190 countries worldwide. From beginners taking their first steps in design to professional creators seeking powerful tools, Canva provides everything users need to turn their ideas into beautiful creations. Built on the world's largest library of designer-crafted content, Canva features a diverse range of products and unique AI tools. It provides an environment where individuals and teams can create intuitively, collaborate, and communicate smoothly.

About RAKSUL INC.

Under our corporate vision, "BETTER SYSTEMS, BETTER WORLD," we operate with the aim of becoming an "End-to-End Technology Platform for Small Businesses."

We are not limited to our traditional "operations-centric" business domains; we will achieve comprehensive solutions for the management challenges of SMEs—which account for approximately 99.7% of all Japanese companies—by providing services across all management areas of "People, Operations, and Finance" in corporate management

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