

Notice: This document is an English translation of a statement written originally in Japanese.  
The Japanese original should be considered as the primary version.

December 3, 2025

Dear all,

Company name Smaregi, Inc.  
Representative Ryuhei Miyazaki, Representative Director  
(Code number: 4431 TSE Growth)  
IR Contact ir\_corp@smaregi.jp

### **Smaregi Launches New Plan for Restaurants** **A More Affordable POS + Mobile Ordering Package**

Smaregi Inc. (Head Office: Chuo-ku, Osaka; Representative Director: Ryuhei Miyazaki; hereinafter “Smaregi”) is pleased to announce the launch of a new plan for restaurants that bundles mobile ordering with the full-featured “Food Business Plan.”



#### **Overview of the New Plan**

The “Food Business Plan” combines Smaregi’s order entry system “Smaregi Waiter” with the Smaregi POS system to offer a comprehensive solution for restaurants—covering order entry, table management, checkout, and sales analysis. In addition to these existing features, the new plan now includes mobile ordering, enabling customers to place orders directly from their smartphones. This makes the plan more affordable and easier to get started with.

In line with the introduction of this new plan, the service pricing of the “Food Business Plan” will be revised for new customers (※). We appreciate your understanding regarding this change.

#### **(※) Applicable Customers and Transition**

The new plan has been available since Monday, December 1, but pricing for customers who are already using the Food Business Plan will remain unchanged. Details are provided below.

## ▼ Monthly Fee of the New Plan (Per Store)

### Food Business Plan

	Previous (incl. mobile ordering)	New Plan
Food Business Plan	23,100 yen (incl. tax) ※12,100 yen for the plan + 11,000 yen for mobile ordering app	15,400 yen (incl. tax)

### When Used Together with the Retail Business Plan

	Previous (incl. mobile ordering)	New Plan
Food & Retail Business Plan	29,700 yen (incl. tax) ※18,700 yen for the plan + 11,000 yen for mobile ordering app	22,000 yen (incl. tax)

## ▼ Details of the New Plan

Eligible Customers:

- New customers who sign contracts through Smaregi sales representatives on or after Monday, December 1
- Existing customers who wish to switch to the new plan through Smaregi sales representatives on or after Monday, December 1

Transition Period:

From Monday, December 1

(Contracts under the old plan will be accepted until the end of December. All new contracts thereafter will be offered under the new plan.)

Notes:

- The old and new plans cannot be used simultaneously.
- For customers under the old plan, the old pricing will still apply when adding additional stores. However, when adding mobile ordering, all stores must be switched to the new plan.

Official Website (Japanese) :

Pricing Plans / Price List - <https://smaregi.jp/price/>

Food Business Plan Details - <https://smaregi.jp/price/food.php>

## Background of the New Plan

Demand for mobile ordering has been growing among restaurants in recent years. Effective use of mobile ordering can bring various benefits to store operations.

1. Increased Sales:

Menu layouts can be freely customized to highlight recommended items, helping increase order volume.

## 2. Reduced Labor and Operational Costs:

Customers can place orders directly from their smartphone screens, reducing order-taking tasks for hall staff and improving operational efficiency.

## 3. Improved Customer Satisfaction:

Customers experience shorter wait times when ordering, resulting in smoother and stress-free service.

Mobile ordering also supports off-premise usage such as takeout and food court environments. It has been successfully implemented at food festivals sponsored by Smaregi, demonstrating wide-ranging applicability. Smaregi will continue working to establish mobile ordering as a new standard for restaurant operations.



Smaregi, Inc. – Investor Relations

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