



Financial Results for the Six-Month Period Ended September 30, 2025

November 6, 2025

Oricon Inc.

(Securities Code: 4800)

Corporate Philosophy

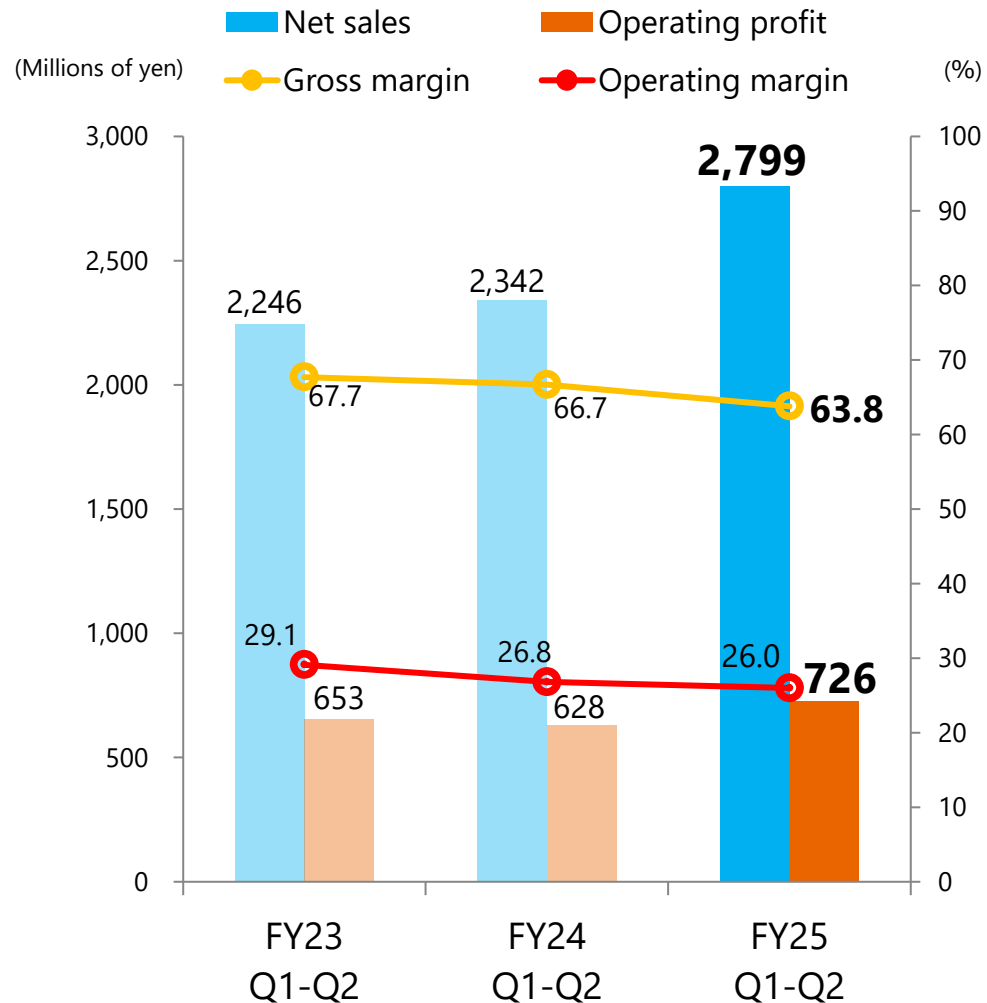
Turning facts into intelligence

Management Policy

In a society where information makes things complicated because, for example, of the scourge of fake news, Oricon will earn the trust of society by turning facts into intelligence from an objective and fair standpoint and disseminating it widely.

By doing so, we aspire to be a company of high social value that contributes to the realization of affluent lifestyles and the development of various industries.

1-1 Overview of Financial Results for FY25 Q1-Q2



● Consolidated financial results (YoY change)

Increased sales and operating profit

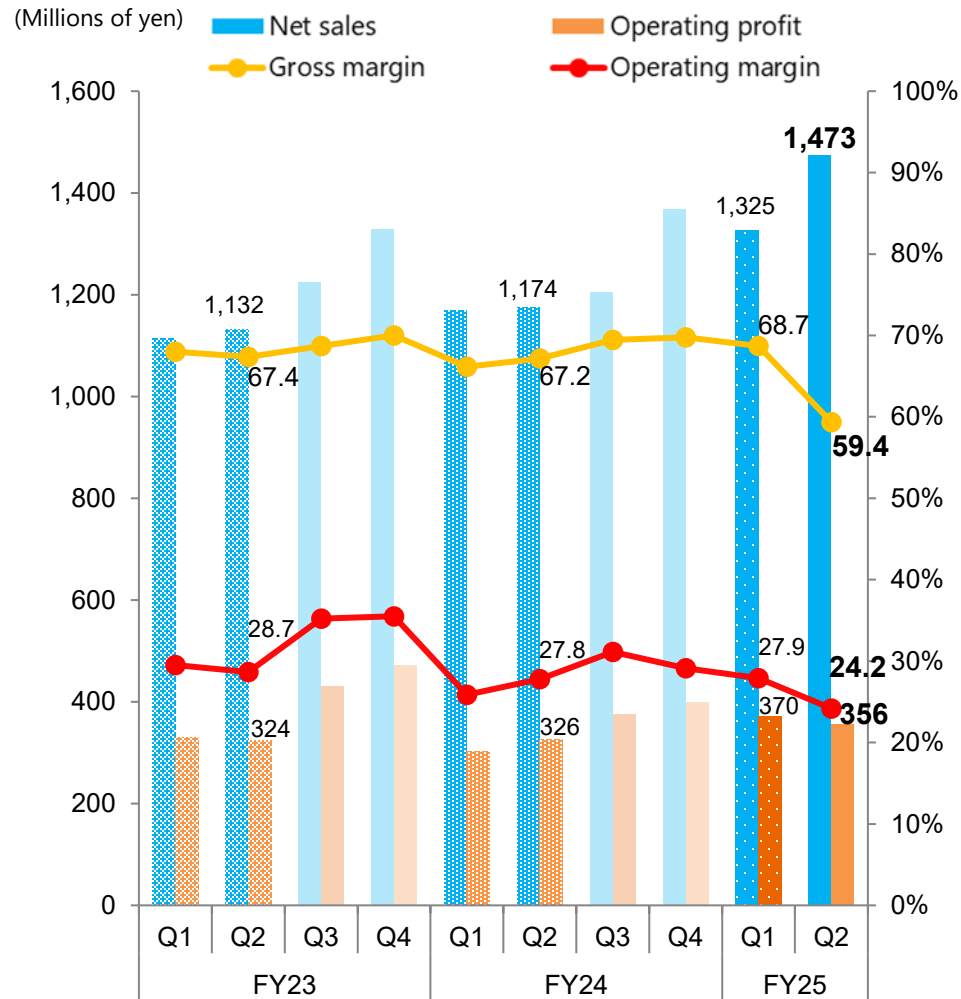
Net sales **¥2,799 mn** + **19.5 %**

Gross margin 63.8 % (2.9) pts

Operating profit **¥726 mn** + **15.6 %**

Operating margin 26.0 % (0.8) pts

1-1 Overview of Financial Results for FY25 Q2



● Consolidated financial results Q2 (Jul.–Sep.)

Increased sales and operating profit

(YoY change)

Net sales **¥1,473 mn** + **25.5 %**

Gross margin 59.4 % (7.8) pts

Operating profit **¥356 mn** + **9.2 %**

Operating margin 24.2 % (3.6) pts

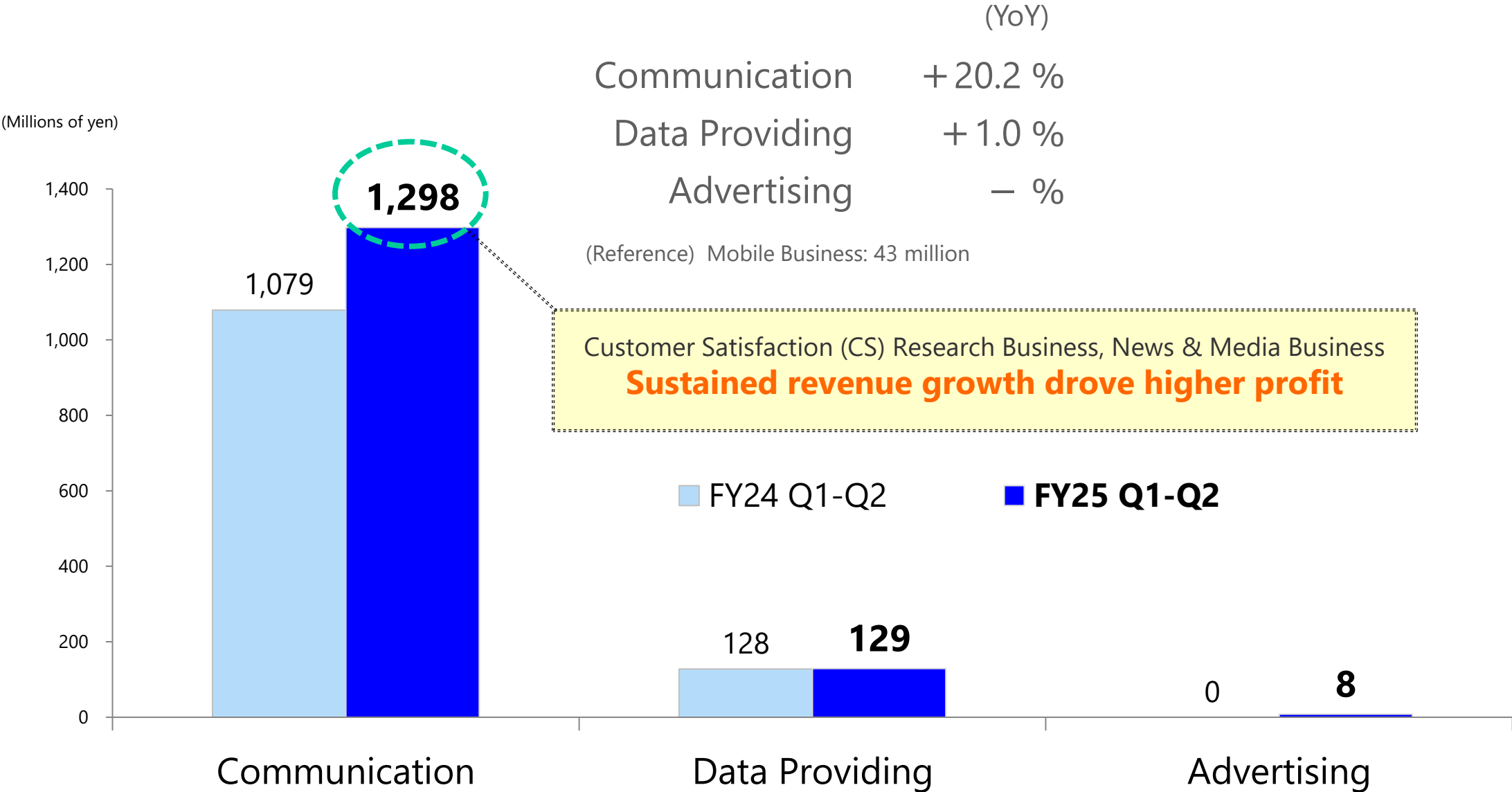
1-2 Consolidated Statement of Income

(Millions of yen)	FY24 Q1-Q2	FY25 Q1-Q2	YoY		
			Amount	%	
Net sales	2,342	2,799	+456	+19.5%	→ See the next slide for the breakdown by segment
Cost of sales	780	1,013	+232	+29.8%	
(Cost of sales margin)	(33.3%)	(36.2%)			
Gross profit	1,561	1,785	+223	+14.3%	
(Gross margin)	(66.7%)	(63.8%)			
SG&A expenses	933	1,058	+125	+13.4%	← Mainly due to increase in personnel costs.
(SG&A margin)	(39.8%)	(37.8%)			
Operating profit	628	726	+98	+15.6%	
(Operating margin)	(26.8%)	(26.0%)			
Ordinary profit	597	725	+127	+21.4%	
(Ordinary margin)	(25.5%)	(25.9%)			
Net income before income taxes	692	725	+33	+4.9%	← The same period last year included gains on the sale of investment securities.
(Pretax profit margin)	(29.5%)	(25.9%)			
Net income attributable to owners of the parent	452	447	(5)	(1.2)%	
(Net margin)	(19.3%)	(16.0%)			

Sales of the Communication Business increased by 12.1 % YoY

(Millions of yen)	FY2024 Q1-Q2	FY2025 Q1-Q2	YoY	
			Amount	%
Communication	1,848	2,072	+223	+12.1%
Customer Satisfaction Research	1,107	1,237	+129	+11.7%
News & Media	740	834	+93	+12.6%
Data Providing	341	345	+4	+1.4%
Advertising	—	359	+359	— %
* Mobile (Reference)	152	—	* In November 2024, all shares of the subsidiary engaged in the Mobile Business were transferred to a company outside the Group.	

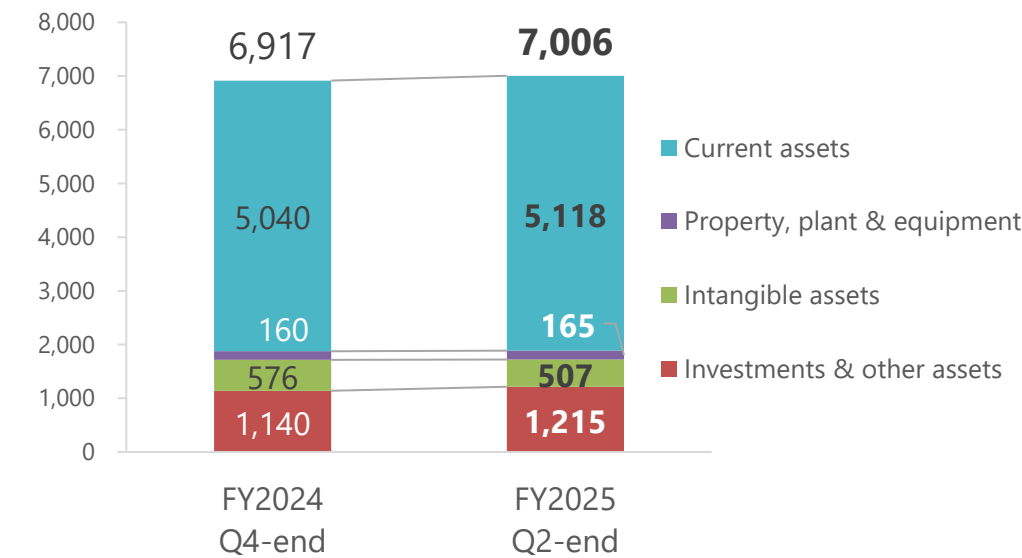
1-4 Breakdown of Operating Profit by Segment



1-5 Consolidated Balance Sheet

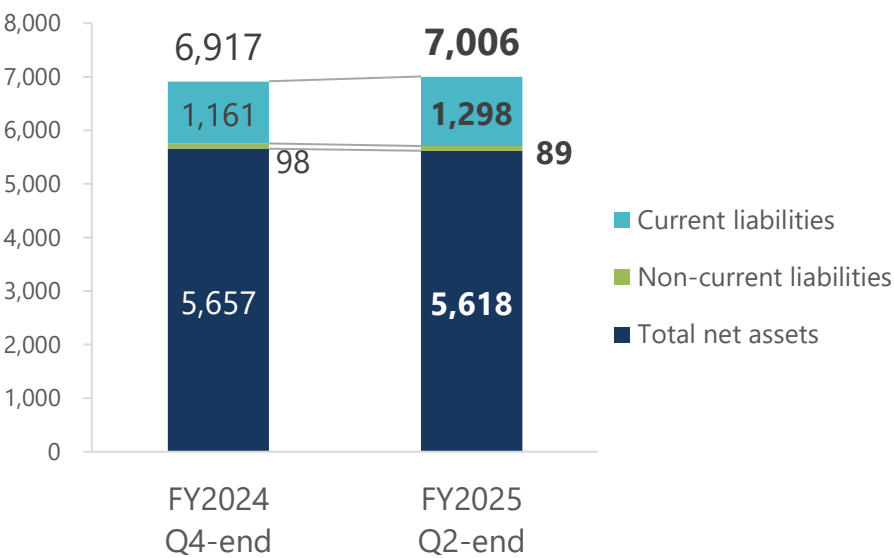


(Millions of yen)



(Millions of yen)	FY2024 Q4-end	FY2025 Q2-end	Change
Current assets	5,040	5,118	+78
Property, plant and equipment	160	165	+5
Intangible assets	576	507	(69)
Investments and other assets	1,140	1,215	+74
Total assets	6,917	7,006	+88

(Millions of yen)

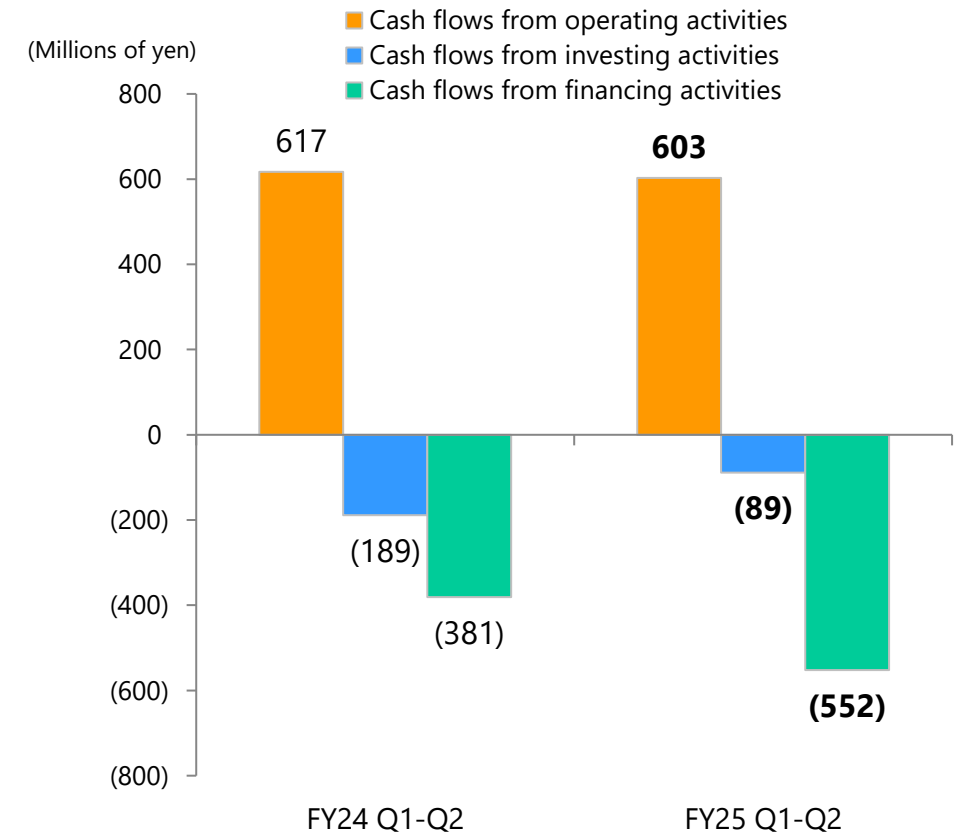


(Millions of yen)	FY2024 Q4-end	FY2025 Q2-end	Change
Current liabilities	1,161	1,298	+136
Non-current liabilities	98	89	(8)
Total liabilities	1,260	1,388	+128
Total net assets	5,657	5,618	(39)
Total liabilities and net assets	6,917	7,006	+88

FY2025 Q2-end **ROE 15.8 %** **DOE 8.3 %** (Expected)

1-6 Consolidated Statement of Cash Flows

(Millions of yen)	FY24 Q1-Q2	FY25 Q1-Q2	YoY
Cash flows from operating activities	617	603	(13)
Cash flows from investing activities	(189)	(89)	+100
Cash flows from financing activities	(381)	(552)	(171)
Net change in cash and cash equivalents	46	(38)	(84)
Cash and cash equivalents at the beginning of the year	3,072	3,436	+363
Cash and cash equivalents at the end of the first half	3,118	3,397	+279



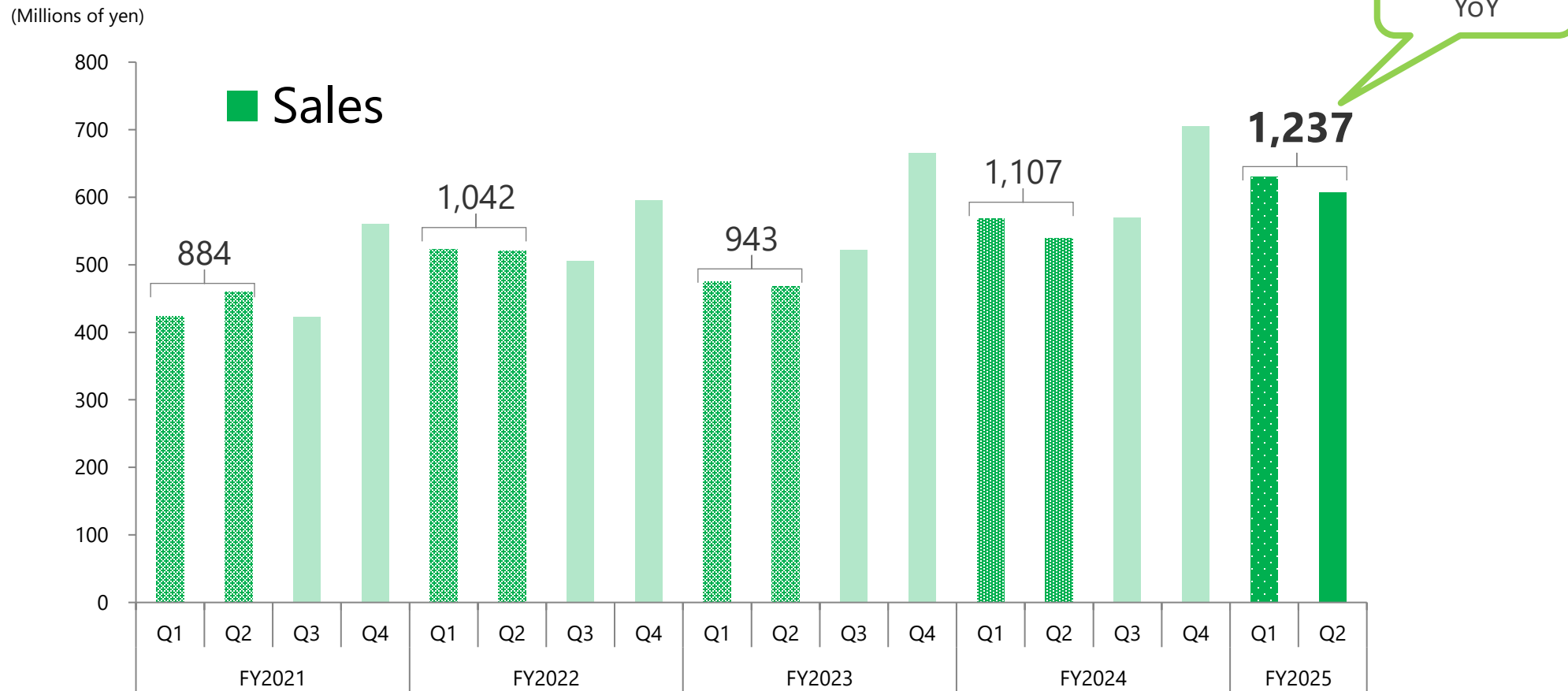
Positive factors ⇒ Posting of net income before income taxes of **¥725** mn, and an increase in trade payables of **¥160** mn, etc.

Negative factors ⇒ Cash dividends of **¥(491)** mn paid, and income taxes of **¥(334)** mn paid, etc.

2. Overview of Communication Business (1)

◆ Customer Satisfaction (CS) Research Business

(Quarterly Trend) The increase in contracts for Trademark use and Digital promotion is largely attributed to an increase in brand awareness

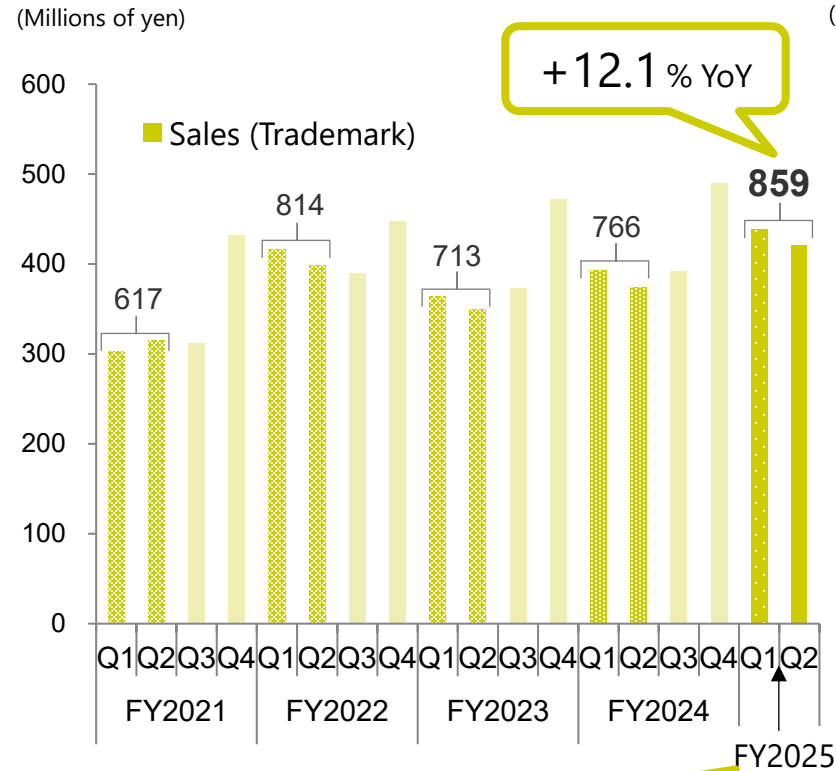


2. Overview of Communication Business (2)

◆ Customer Satisfaction (CS) Research Business

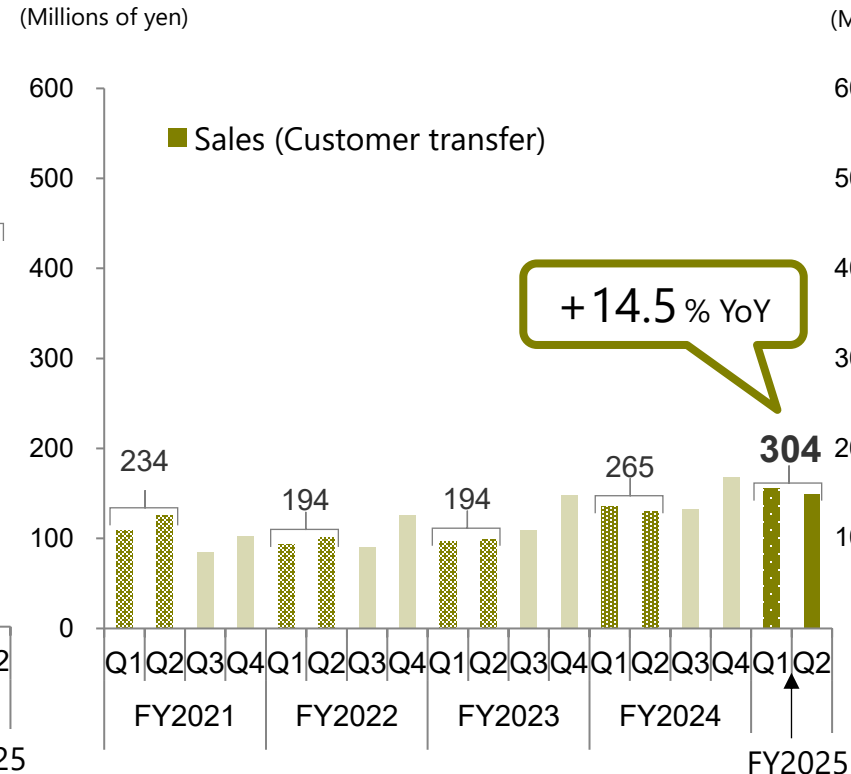
(Quarterly Trend)

Trademark use



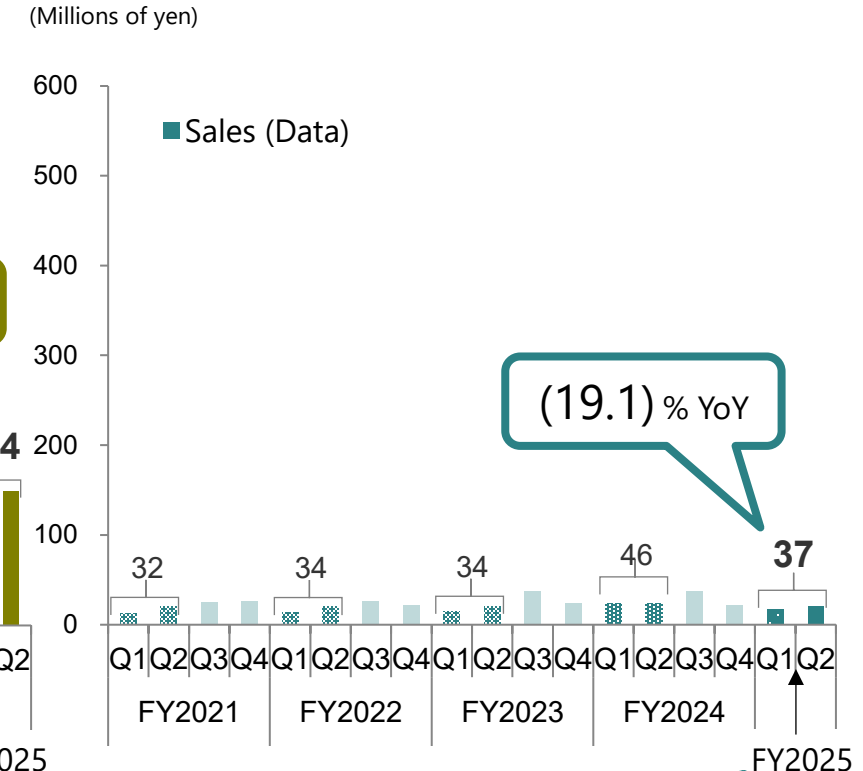
The number of contracts and the contract rate increased. Also secured contracts in the newly released rankings.

Digital promotion (Customer transfer)



Advertising operations are performing well. Traffic to the CS website also remains steady.

Data distribution

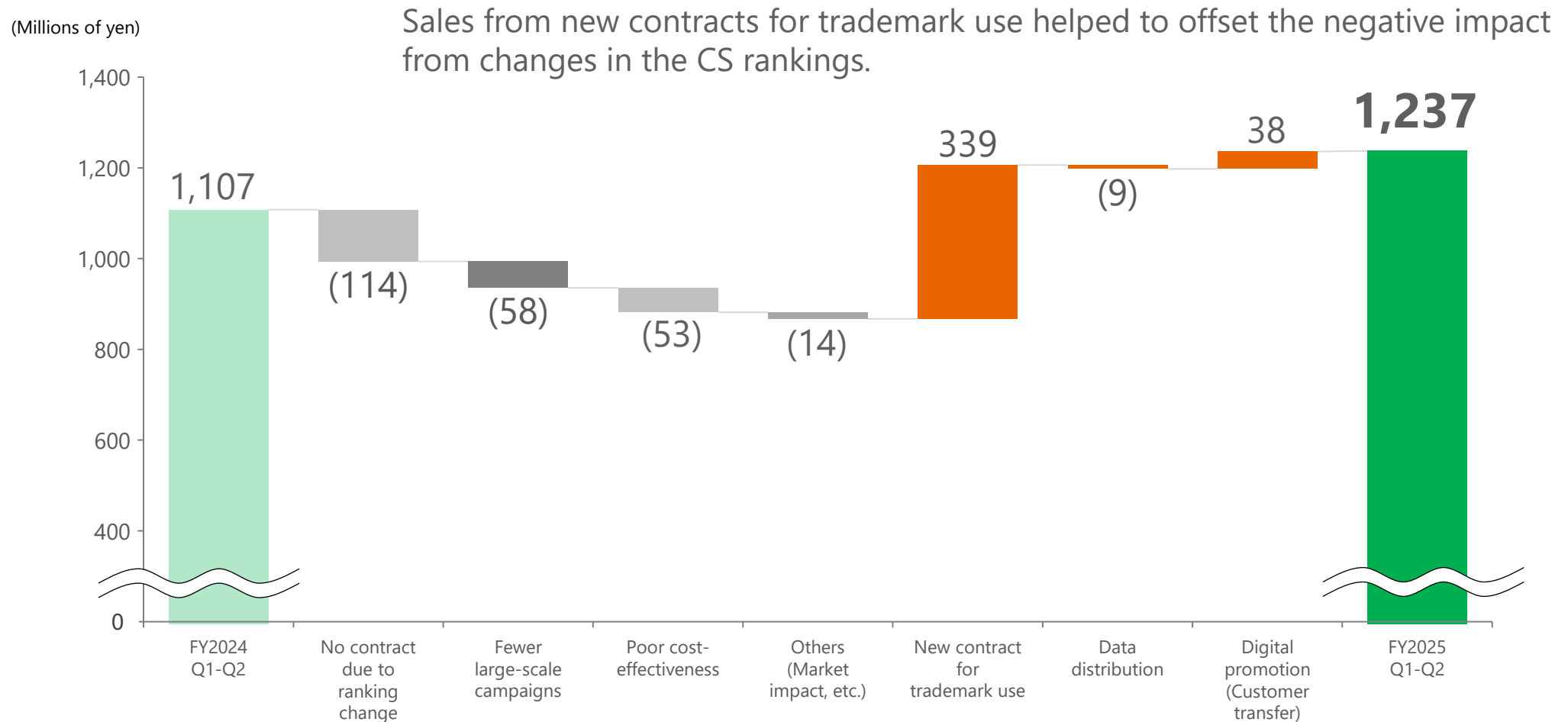


Sales temporarily declined.

2. Overview of Communication Business (3)

◆ Customer Satisfaction (CS) Research Business

(Analysis of YoY Change in Sales)



2. Overview of Communication Business (4)

◆ Customer Satisfaction (CS) Research Business

Ranking lists by category

■ Insurance Industry

Car (Direct/Agent)/Bike (Direct/Agent)/Bicycle/Fire/Pets/Life/Medical/Cancer/Insurance consultation shop/Educational

■ Insurance Industry (Financial Planner (FP)'s Evaluation)

Car (Direct/Agent)/Fire/Pets/Pets (small dogs)/Pets (cats)/Medical (whole life/term)/Medical with relaxed underwriting criteria/Life (whole life/term)/Income protection/Cancer (whole life/term)/Disability/Dementia/Long-term care/Comprehensive protection/Individual pension/Foreign currency-denominated/Variable insurance/Overseas travel insurance

■ Financial Industry

Internet securities/iDeCo Securities Company/Internet bank/Net banking/Foreign currency deposits/Housing loan/FX trading/Bank card loan/Non-bank card loan/Mobile payment apps/Cryptocurrency Exchange(Spot trading)/Cryptocurrency Exchange(Margin trading)/Robo advisor/Credit card(No annual fee/Standard/Gold)/NISA(Securities Company/Bank)

■ Financial Industry (Financial Planner (FP)'s Evaluation)

Internet securities/NISA(Securities Company/Bank)/iDeCo(Securities Company/Bank)/FX trading/Housing loan

■ Cram School

College entrance exam (Group guidance for senior high school students/Personal coaching for senior high school students/Topnotch universities for senior high school students)/Senior high school entrance exam (Group/Personal)/Junior high school entrance exam (Group/Personal)/Publicly-run integrated junior and senior high school (Group) /Elementary school students (Group/Personal)/Correspondence study(for elementary school/junior high school/senior high school)/Intellectual education for infants/Home tutor

■ School

English conversation school/Children's English (Infant/Elementary)/Online English Conversation/Programming classroom for kids

■ Life related

Hometown Tax Donation Program Website/Water server/Purified water server/House cleaning/Moving firm/Food delivery service(Metropolitan area/Tokai/Kinki)/Meal kit(Metropolitan area/Tokai/Kinki)/Subscription video distribution/Car purchase traders/Digital comics(Comprehensive/Original works only)/Used car seller/Vehicle inspection/GPS tracker for kids/Car maintenance service

■ Telecommunications Industry

Low-cost SIM(Subscriber Identity Module)/Low-cost smartphone/Internet connection/Mobile carrier/Low-cost mobile carrier

■ Housing Industry

Real Estate Brokerage for Sales (Condominiums/Houses/Land) /Real Estate Brokerage for Purchases (Condominiums/Houses)Condominium Management Companies /Rental Real Estate Brokerage/Rental Information Websites /House Manufacturers for Custom Home Renovations (Full/Houses/Condominiums)/New Condominium Developments/ Built-for-Sale Houses (Builders)/ Rental condominium

■ Beauty Industry

Beauty salon(Facial/Lose weight•Body)

■ Sports & Health

Fitness club/Kid's swimming school(Infants/Elementary school)/24-hour gyms

■ Wedding Industry

House wedding/Marriage agency/Wedding hall consultation counter/Wedding hall information website/Dating apps/Low-cost wedding

■ Human resources

Job hunting agency/Job hunting website/Employment information service/Changing job website/Changing job agency/Reverse job application service/Nurse changing job/High-class•Middle-class changing job/ Temporary staffing agency/Factory•Manufacturing temp/Temporary staffing job website/Changing job scout service/Carer for the elderly changing job

■ Travel

Hotel comparison website/Airline ticket comparison website

■ Business Solutions

Internet printing online order/Corporate training

**Additional ranking lists
announced in
July through September**

- Internet securities (FP's Eval)
- NISA(Securities Company)(FP's Eval)
- NISA(Bank) (FP's Eval)
- iDeco(Securities Company)(FP's Eval)
- iDeco(Bank) (FP's Eval)
- FX trading(FP's Eval)
- Housing loan (FP's Eval)
- Rental condominium

Total **194** ranking lists

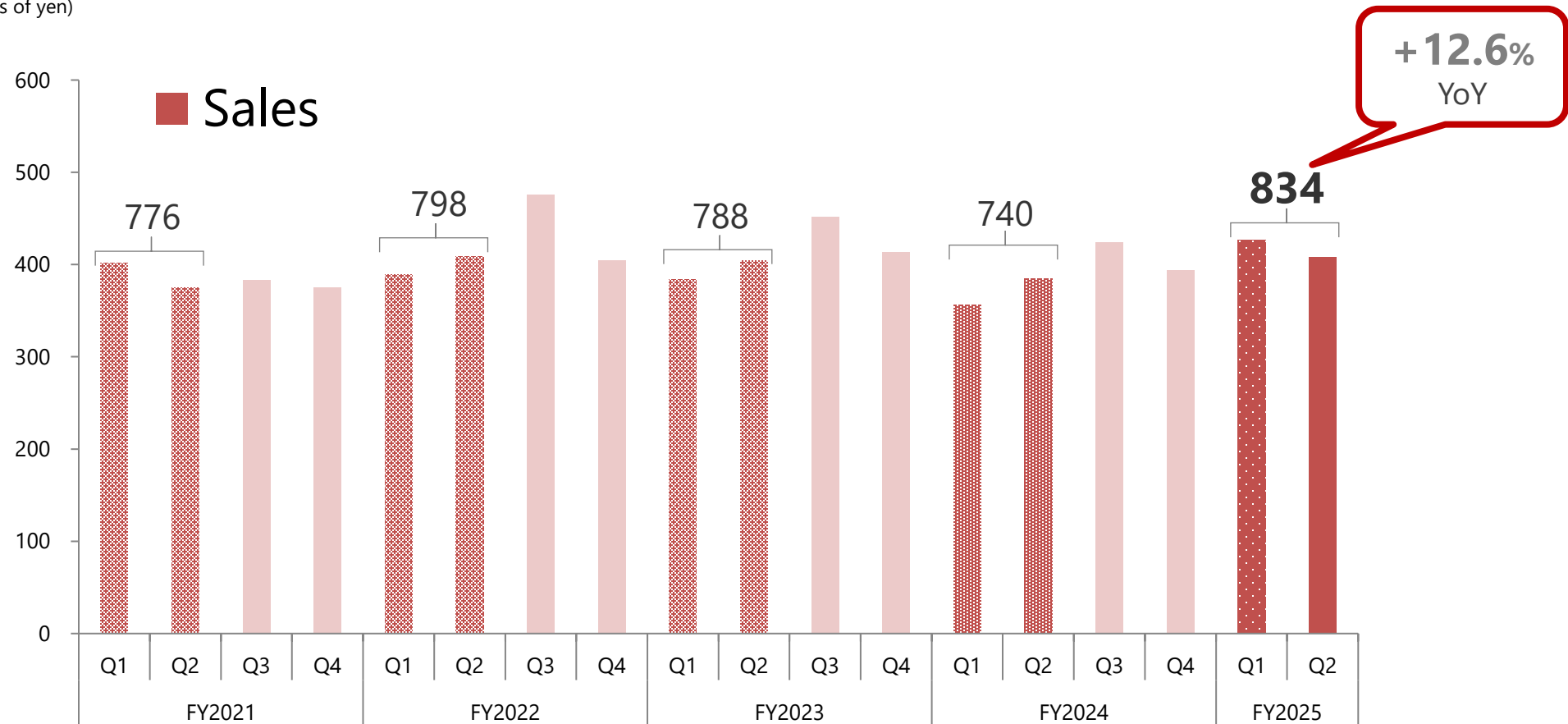
(As of Sep. 2025)
YoY 10 rankings increased.

2. Overview of Communication Business (5)

◆ News & Media Business

(Quarterly Trend) Own media → Our unique advertising efforts have been successful, resulting in increased revenue.
 Content for third-party media → Revenue from both news articles and news videos has increased.

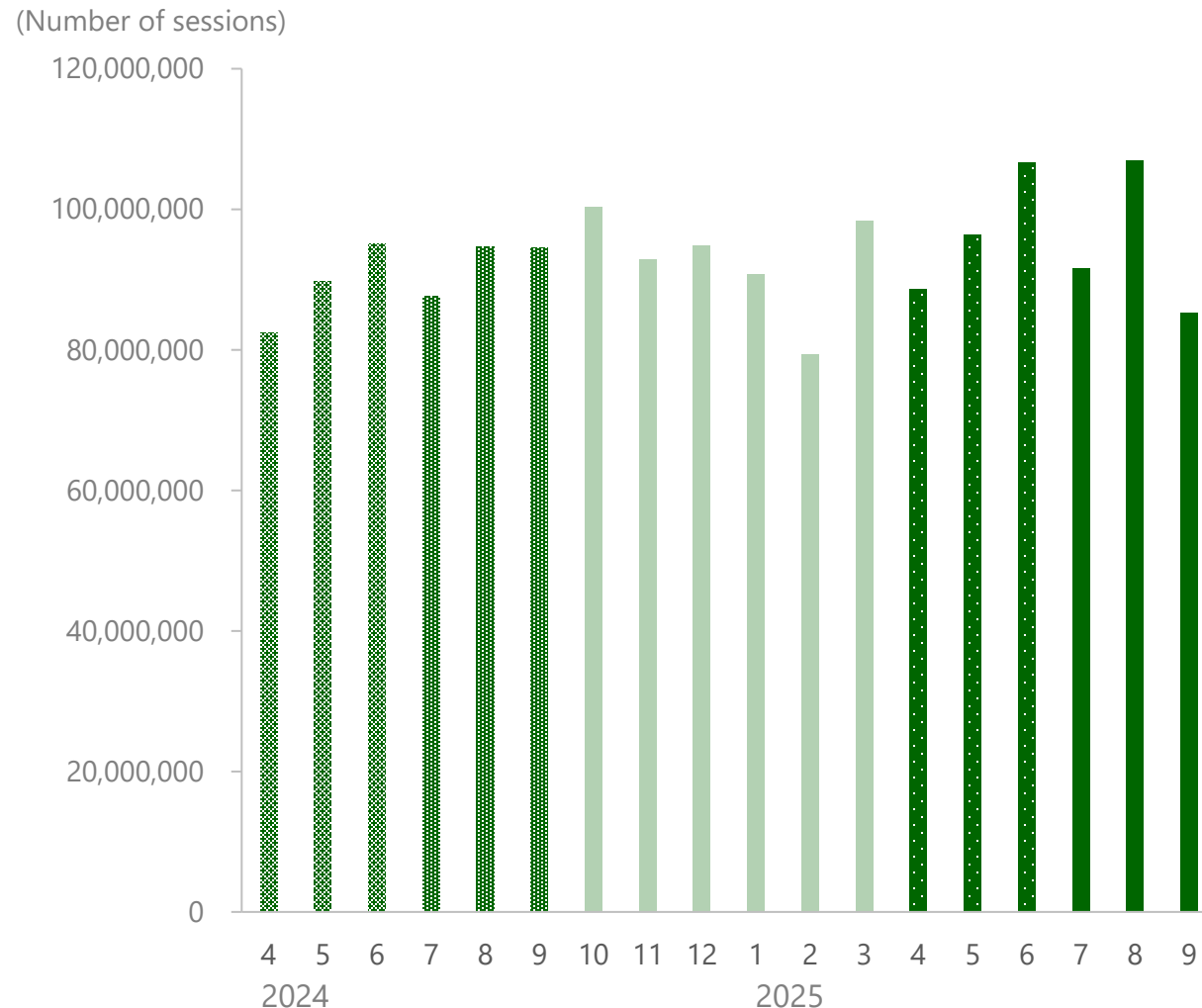
(Millions of yen)



2. Overview of Communication Business (6)

◆ News & Media Business

Own Media "ORICON NEWS" Trends in the number of sessions



Number of sessions

FY25 H1 (Apr.–Sep.)
increased by approx.

6% YoY

FY25 Q2 (Jul.–Sep.)
increased by approx.

3% YoY

decreased by approx.

3% QoQ

Per session value

FY25 H1 (Apr.–Sep.)
increased by approx.

14% YoY

FY25 Q2 (Jul.–Sep.)
increased by approx.

9% YoY

increased by approx.

2% QoQ

3. Full-Year Forecast for FY2025

The forecasts for consolidated financial results and year-end dividend announced on May 8, 2025 **remain unchanged** (36 yen per share)

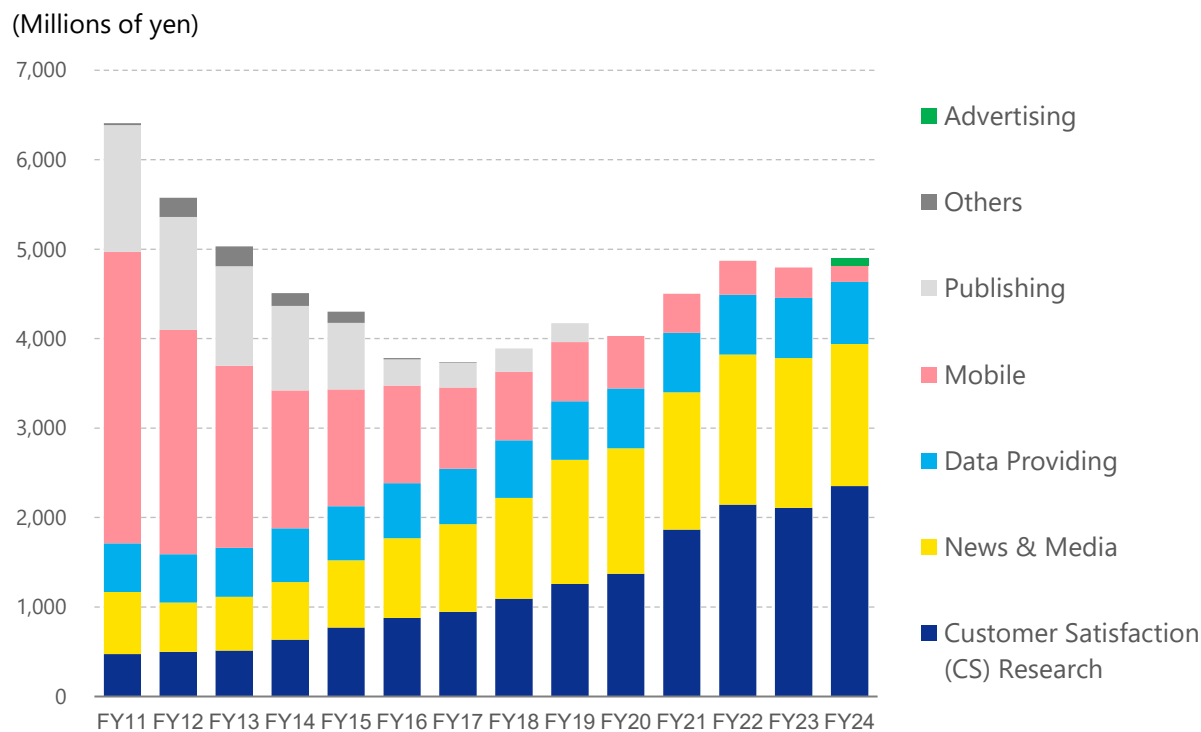
Both net sales and operating profits are expected to increase year on year

(Millions of yen)	FY2024 Results	FY2025 Forecast	YoY		FY25 Q1-Q2 Results	Progress against full-year forecast
			Amount	%		
Net sales	4,916	6,000	+1,083	+22.0%	2,799	46.7%
Operating profit	1,402	1,450	+47	+3.4%	726	50.1%
Ordinary profit	1,400	1,450	+49	+3.6%	725	50.1%
Net income attributable to owners of the parent	992	960	(32)	(3.2)%	447	46.6%

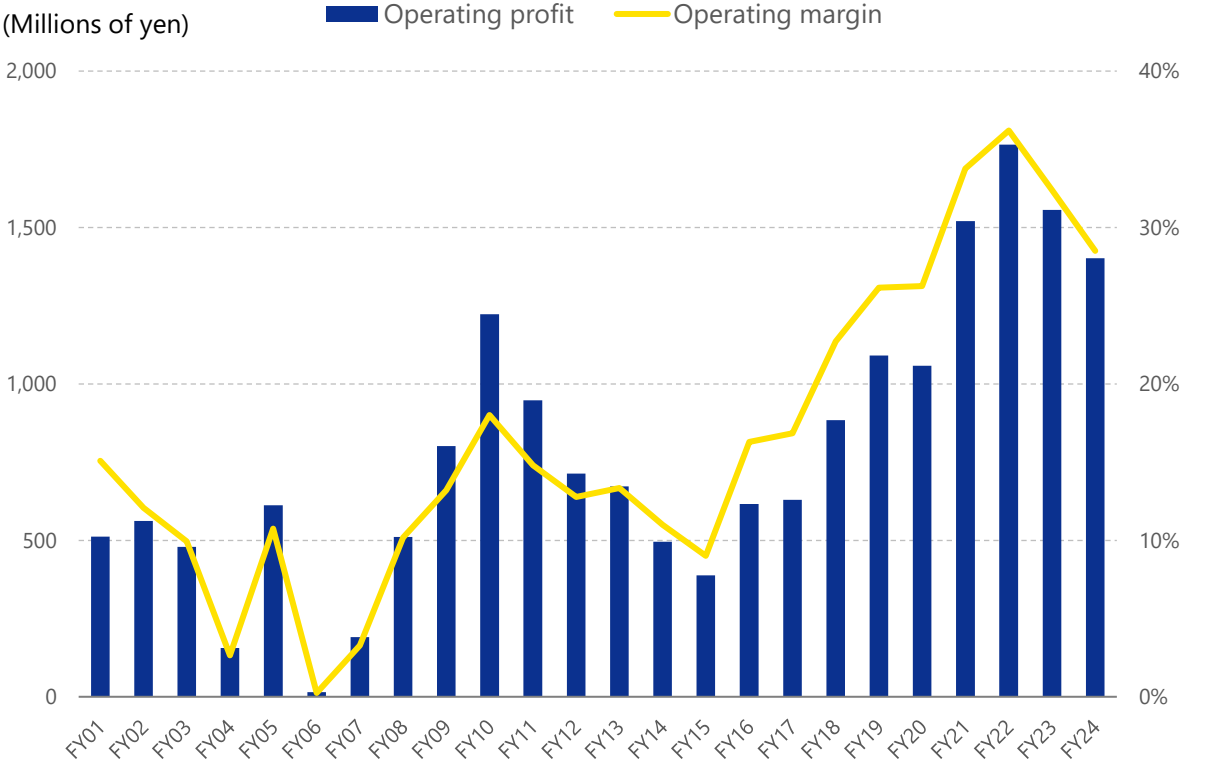
Appendix

- Previously, the Mobile Business and Publishing Business had been the main contributors to net sales, but proactive business restructuring has made the Customer Satisfaction (CS) Research Business and News & Media Business into major revenue supporters
- As a result of promoting business restructuring, we have dramatically increased our operating margin and recently transformed ourselves into a highly profitable company maintaining an operating margin around 30%.

Net Sales Trends by Segment



Operating Profit and Operating Margin Trends



Business Description and Main Revenue Sources of Each Segment

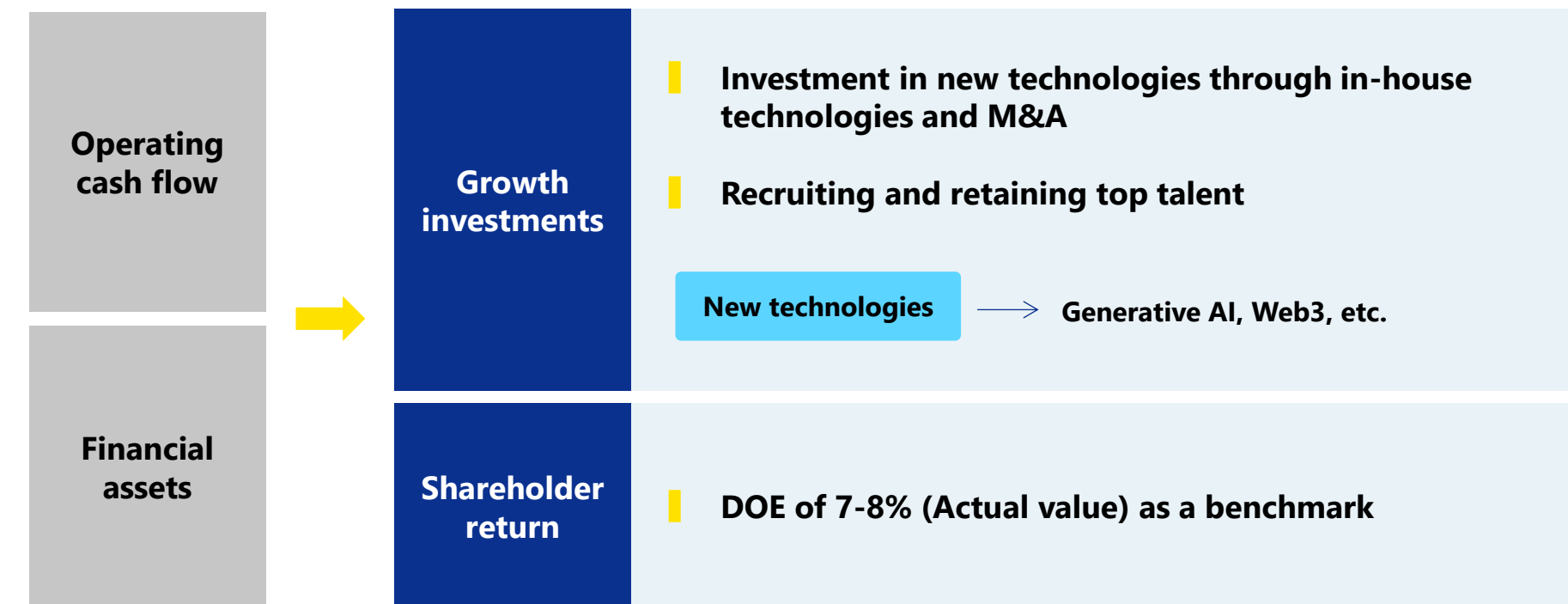
Segment	Business description	Main revenue sources
Communication Business Customer Satisfaction (CS) Research	■ Conducts internet surveys for users of various services and ranks and announces the results annually from an independent position that is fair and unbiased ■ As of December 2024, has surveyed a total of 3.84 million people across 184 categories	■ The largest revenue source is “Trademark use,” in which companies pay a fee for a license to use the ranking results marked with Oricon’s trademark logo for their own advertising and promotion ■ “Digital promotion,” in which customers are transferred to client company websites from search engines and Oricon’s own media ■ “Data distribution,” which provides broad-ranging analyses of survey results ■ “Consulting,” which provides details and additional surveys to individual companies
News & Media	■ Creates over 3,500 news/feature articles and video contents per month, focusing on entertainment ■ Acts as a news agency to distribute news to Yahoo! News and other major online media sites and apps ■ The official YouTube channel of Oricon’s own media “ORICON NEWS” has amassed 2.39 million subscribers	■ Ad revenue from the number of page views and sessions on Oricon’s own media and distribution partner platforms ■ Revenue from sponsored advertising and PR consulting for companies ■ Fees received for providing content to distribution partner media outlets ■ Creation and promotion/management of online ads
Data Providing Business	■ Collects sales data and creates rankings for music, videos, and books	■ Revenue from broadcasters and e-commerce sites, etc. for providing music databases and ranking data
Advertising Business	■ Planning and operation of advertising and events	■ Revenue from planning and operation of advertising and organizing events

Asset Allocation Approach

Policy to Proactively Invest Management Resources in Technologies and Seeds of Future Business Opportunities

- In addition to shareholder return, cash and deposits and free cash flow will be used to actively invest management resources in technologies and seeds of future business opportunities
- In addition to our recent demonstration test efforts involving generative AI and other technologies, we will develop approaches to promising technologies and seeds of future business opportunities through various methods, including in-house technology investment and M&A

Cash allocation approach



Recent investments



- Continue to achieve one of the highest DOE among TSE listed companies, backed by ROE levels exceeding 20%
- Dividend per share has increased more than 4 times that of 10 years ago

Accounting period	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24
ROE	16.4%	17.6%	18.9%	24.1%	27.1%	25.9%	26.1%	25.2%	21.4%	18.3%
Dividend per share (yen)	8.0	10.0	10.0	12.0	17.0	17.0	23.0	27.0	29.0	36.0
DOE	6.0%	7.4%	6.8%	7.0%	8.3%	7.1%	8.1%	8.2%	7.7%	8.6%

Customer Satisfaction (CS) Research Business Model and Strengths



Oricon Customer Satisfaction Research Trademark Use and Trends in the Number of Annual Rankings Announced



- The Oricon Customer Satisfaction Research trademark logo can be used in various media by signing a contract by plan
- Although the number of services covered by the rankings has increased and trademark use sales are growing, there is still great potential for further use of the Oricon trademark logo as trust in the rankings grows even further

Main trademark logos



Rank logo by industry and business type

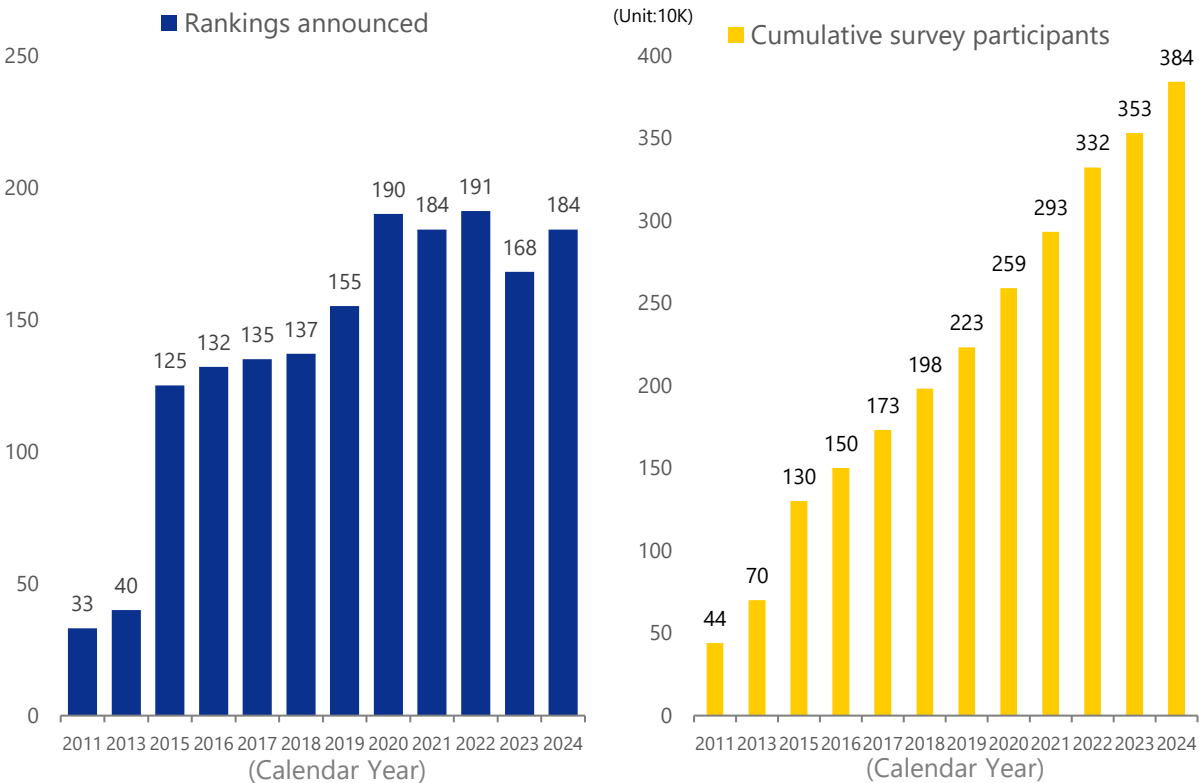


Item or sector rank logo by industry and business type

Main media in which logo can be used (range varies by plan)

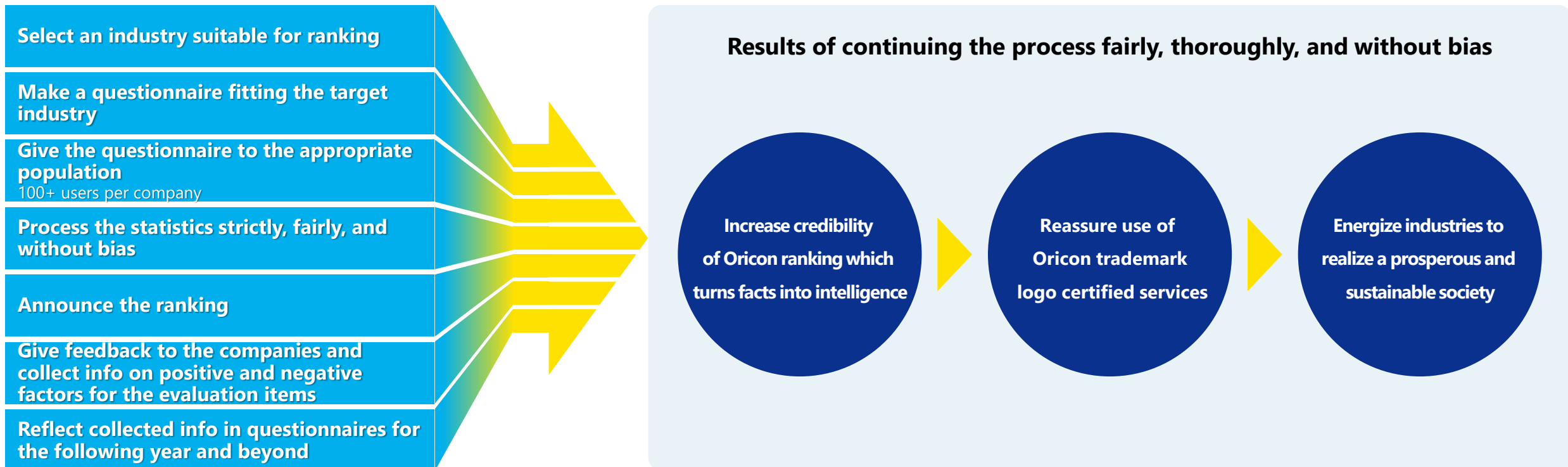
TV commercials / Externally-distributed ads (GDN, YDA, listing ads) / YouTube ads / Social media ads / Transit ads (in taxis, trains, etc.) / Outdoor ads (board posters, large screens, etc.) / Direct ads (DMs, mail magazines, newspaper inserts, free newspapers, etc.) / In-store sales promotional materials (catalogs, novelty items, etc.) / Newspaper and magazine ads / Company websites (corporate sites)

Trends in the Number of Annual Rankings Announced and Number of Survey Participants (Cumulative)

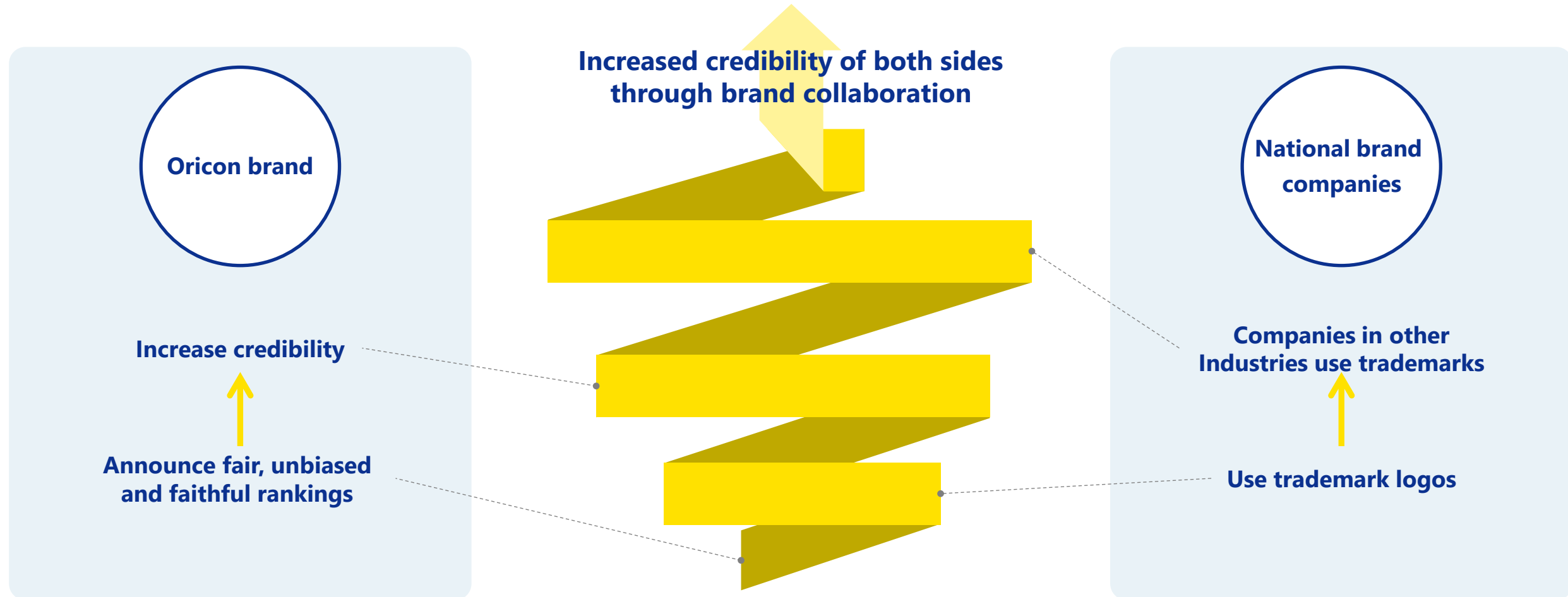


- **Select target industries independently as a third party that takes neither consumers' nor companies' sides, conduct fair and unbiased research, and strictly process data and statistics to create rankings**
- **Leverage our brand power built through the music rankings which we have continuously provided to consumers from a fair and unbiased standpoint to steadily build credibility of Oricon rankings in industries besides music**

Customer Satisfaction (CS) Research Process: "Turning Satisfaction into Intelligence"



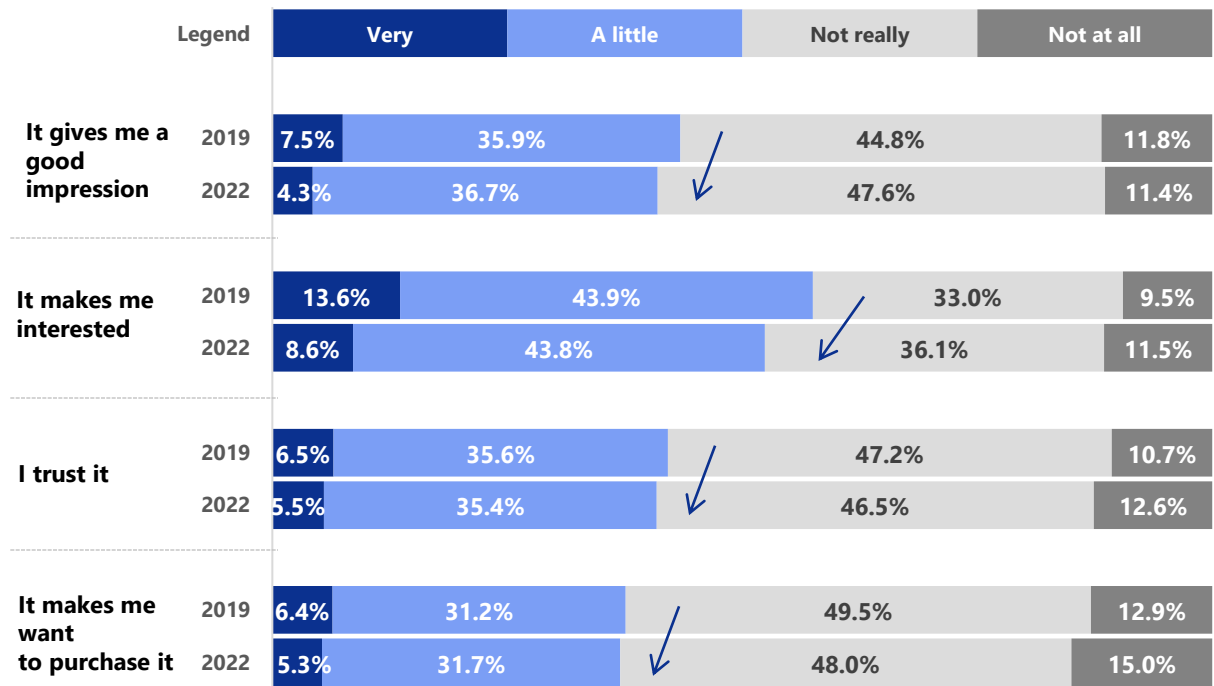
- Oricon brand credibility is further increased when renowned national brand companies use Oricon trademark logos backed by fair, unbiased, and faithful Oricon rankings, which in turn encourages other national brand companies in different business industries to use our trademark logos. This brand collaboration eventually leads to increased credibility of both the Oricon brand and Oricon trademark logo certified services



Questioning the Credibility of No. 1 Labeling Turns Out to Be a Tailwind

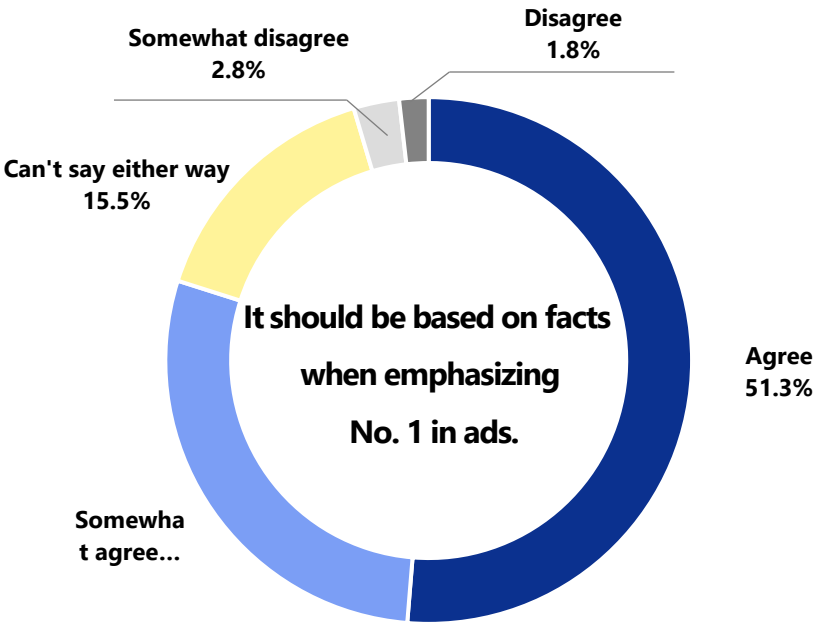
- Due to the increased No.1 labeled ads without legitimate evidence, the image of such advertised products and services have been slightly tarnished from 2019 to 2022
- Many people think No.1 labeled ads should be based on facts (nearly 80%). Therefore, this situation is a tailwind for a fair and unbiased third party institution like us which prioritizes improving customer satisfaction, as it will help increase the credibility of our rankings

Impression of No. 1 Labeled Products & Services
(Based on 1,000 respondents / Individual answers)



(Source) Research conducted by Macromill, Inc. from July 27th to 28th, 2022

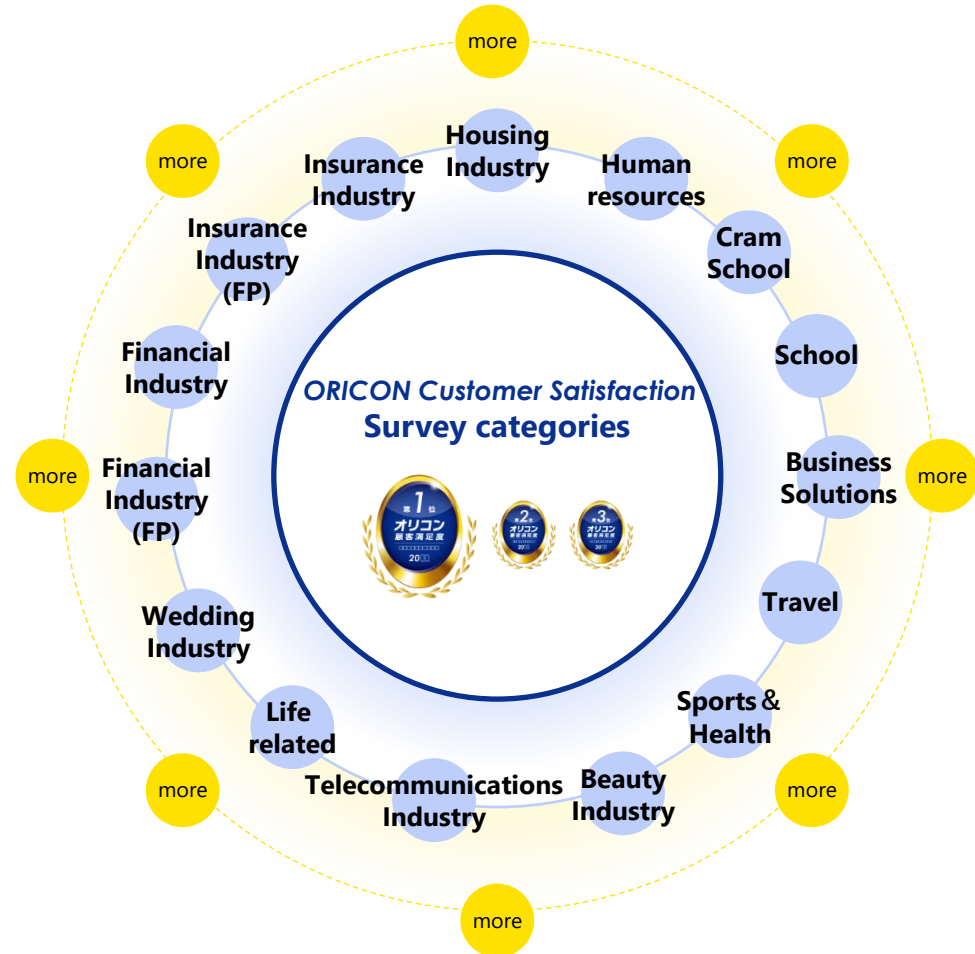
Opinions on No. 1 Labeled Ads
(Based on 1,000 respondents / Individual answers)



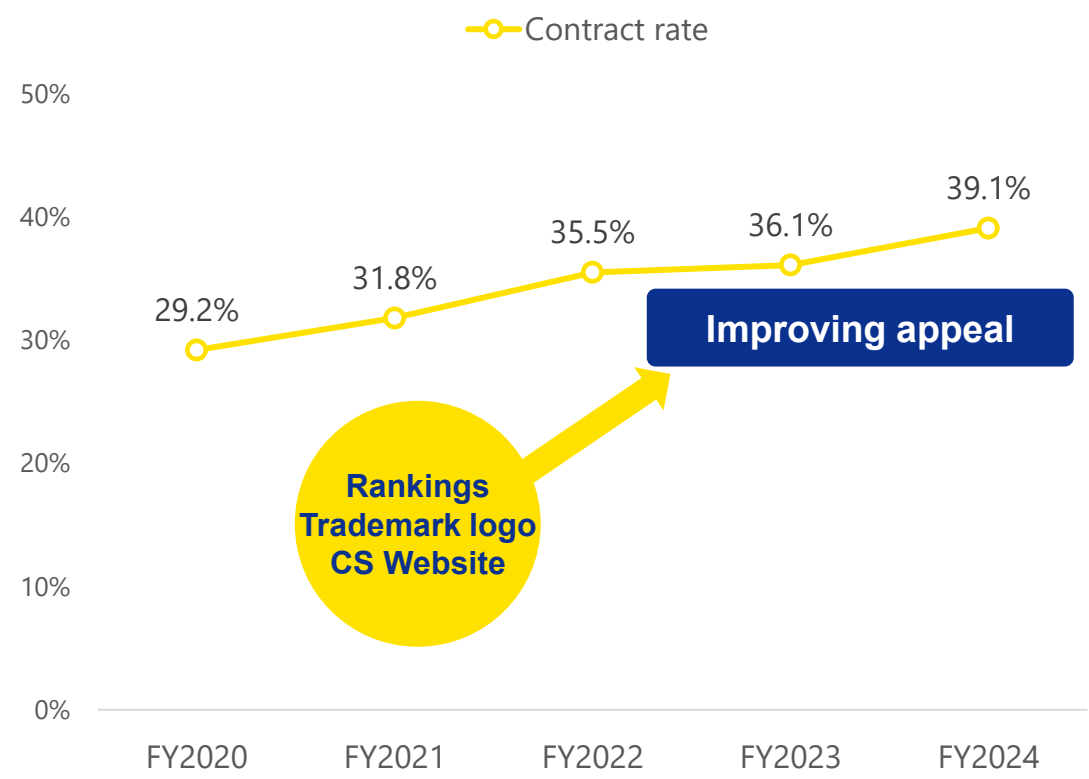
(Source) Research conducted by Macromill, Inc. from July 27th to 28th, 2022

Two Approaches to Expand Oricon Trademark Logo Usage

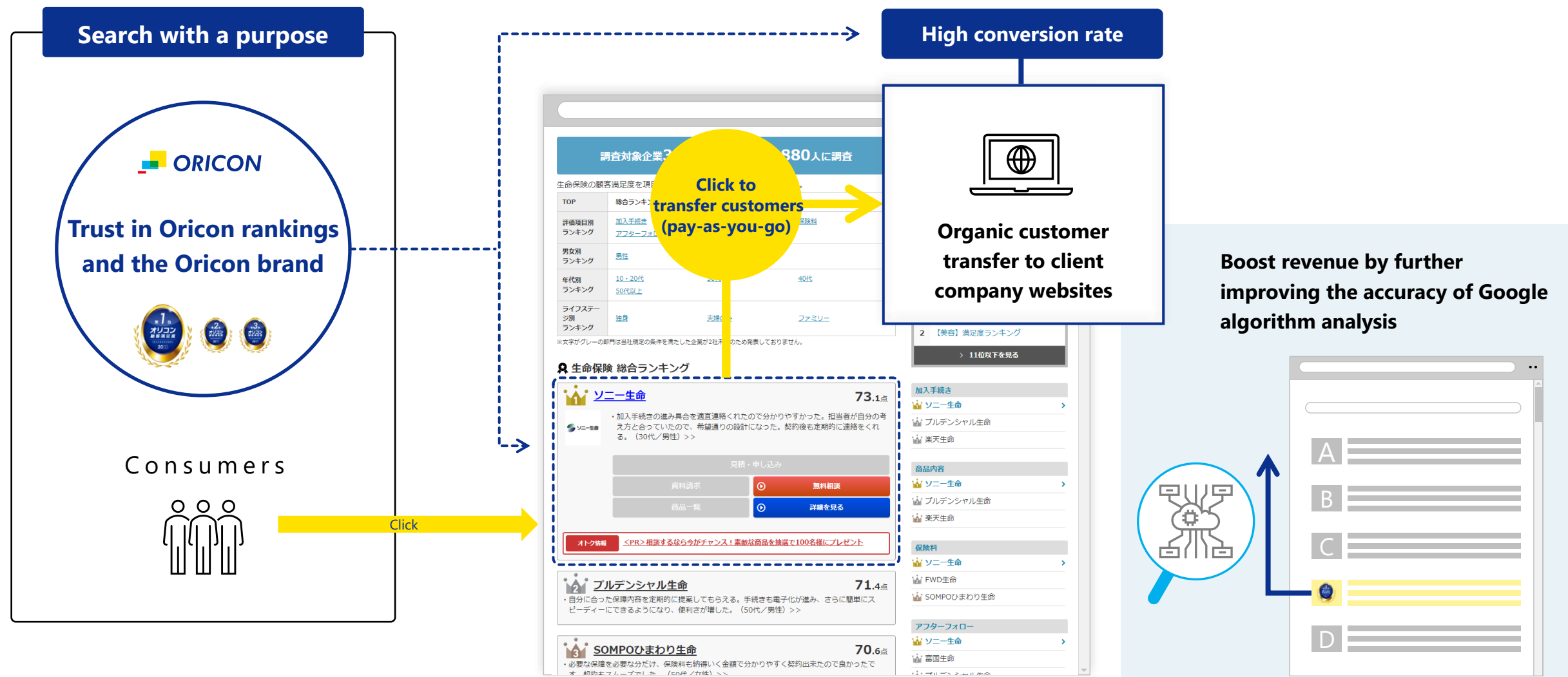
- Oricon Customer Satisfaction Research still has room to expand the number of categories covered, as well as potential for growth in terms of personalized rankings based on factors such as region, age, and gender. Additionally, there is room for growth in contract rates.
- Continue to conduct fair and accurate surveys and announce rankings to further enhance its credibility as an index established in society that connects consumers and companies



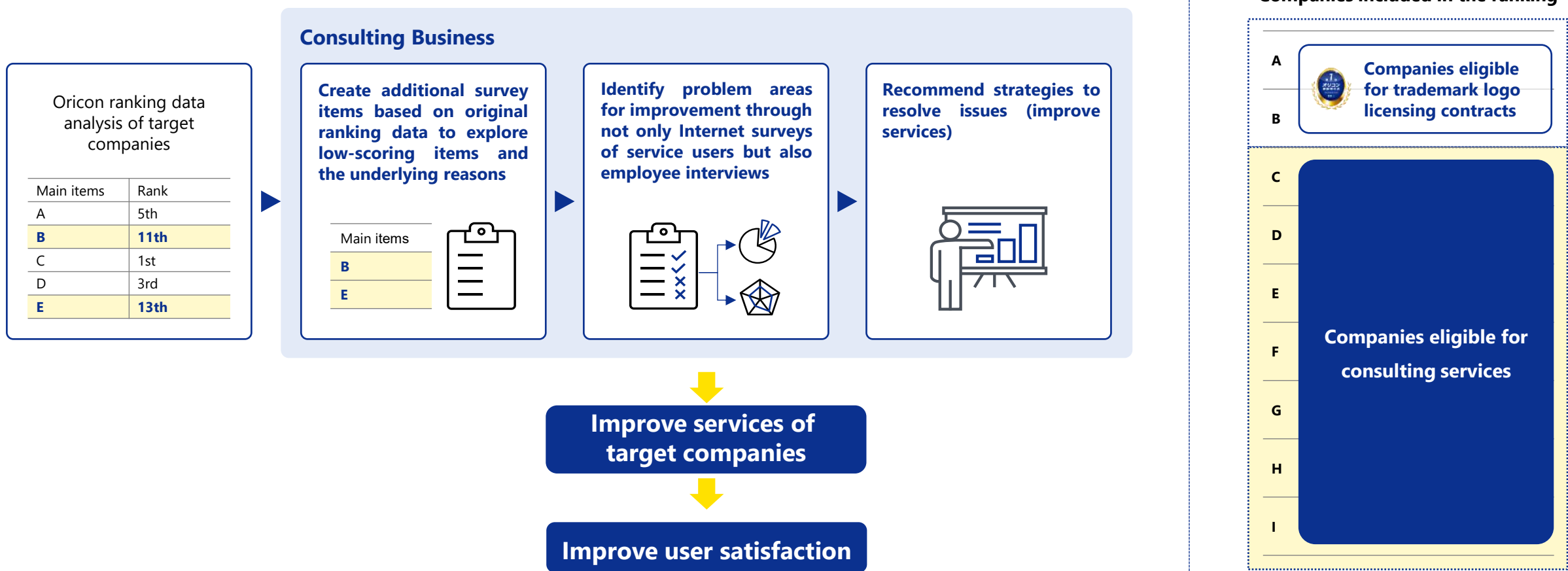
Trends in Contract Rates

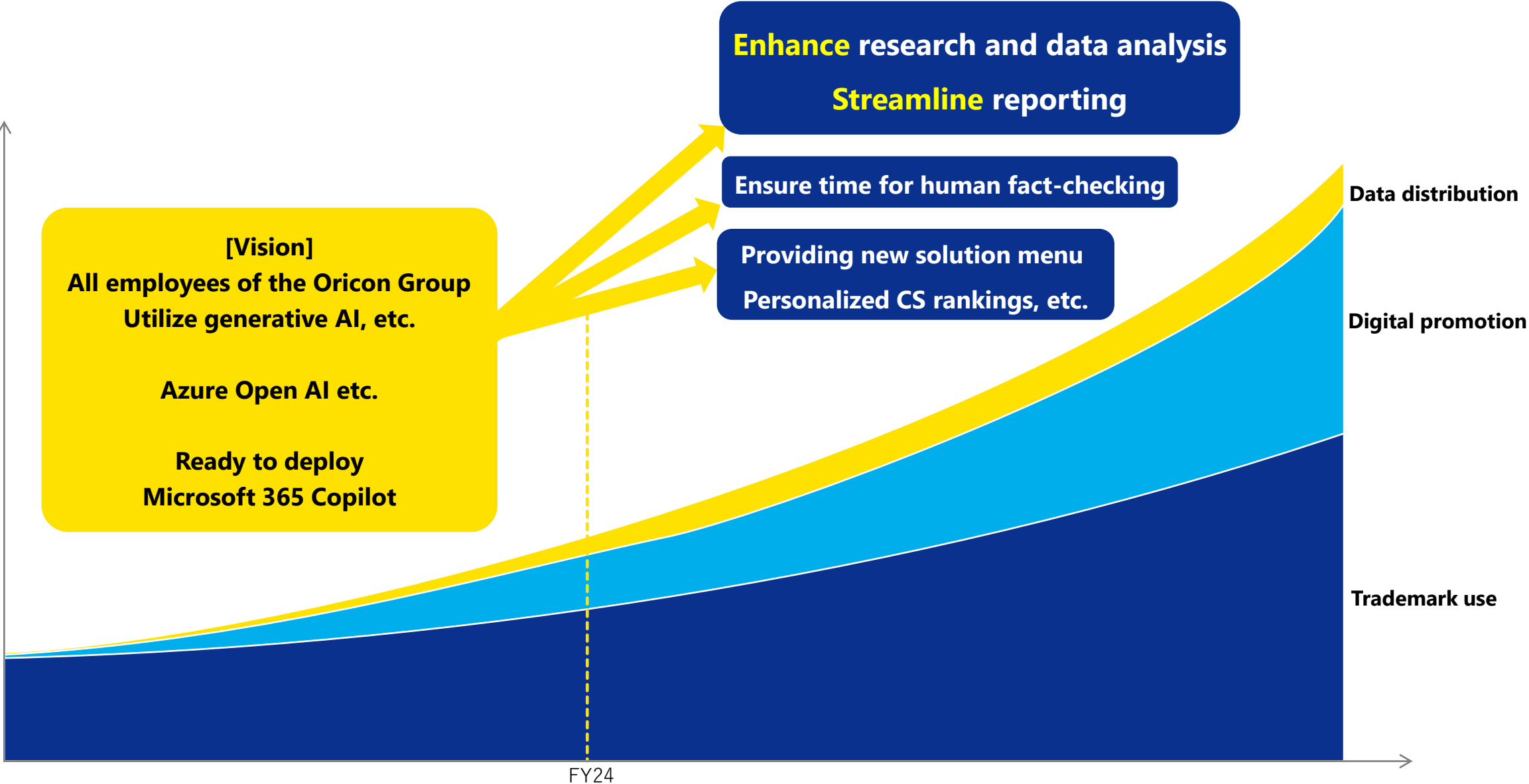


- The business focuses on organic customer transfer from search engines and Oricon's own media to client company websites. The conversion rate from Oricon rankings to client company websites is high due to trust in the Oricon brand
- Strengthen initiatives to boost revenue by further refining search engine algorithm analysis, particularly that of Google



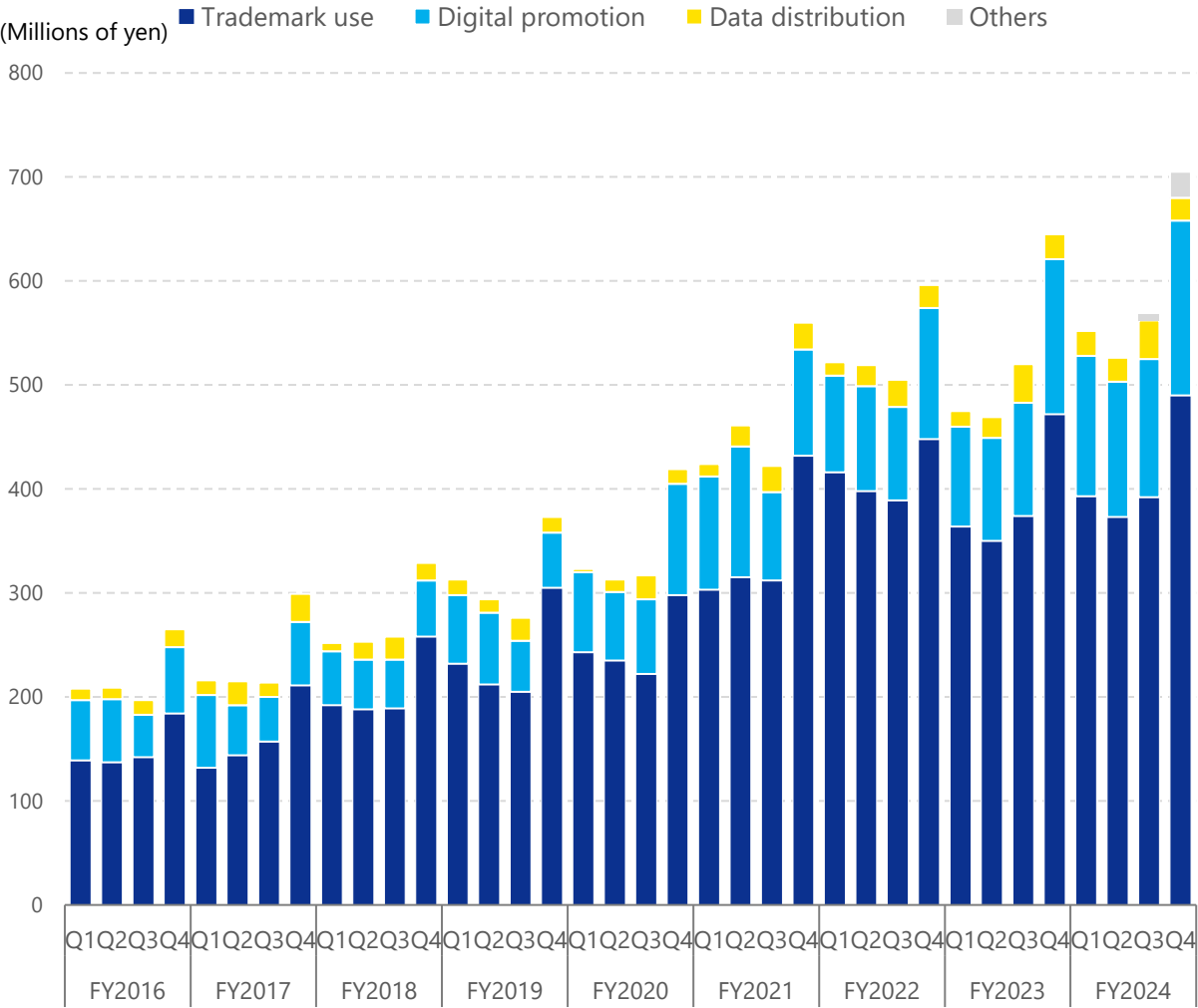
- By identifying low-scoring items in Oricon ranking data and conducting additional user surveys and employee interviews, we can locate specific areas of dissatisfaction among service users and propose measures to solve issues
- We intend to expand the Consulting Business to companies that have not yet concluded trademark logo licensing contracts because we can apply our accumulated expertise without a large increase in personnel





Customer Satisfaction (CS) Research Business

Quarterly Net Sales Trends



Customer Satisfaction (CS) Business Net Sales Trends

(Millions of yen)	Trademark use	Digital promotion	Data distribution
FY2016	601	224	54
FY2017	644	222	78
FY2018	828	201	63
FY2019	953	237	65
FY2020	997	320	52
FY2021	1,362	421	83
FY2022	1,651	410	82
FY2023	1,559	452	95
FY2024	1,649	566	106

News & Media Business Model and Strengths



- **Distributes reliable news backed by strong connections in the entertainment industry**
- **Captured the top market share in the entertainment category of major portal sites for over 10 years**
- **Established status as an entertainment news agency, including being used by Kyodo News to distribute articles to local newspapers**



Established status as a news agency focused on entertainment

- **Distribution network to major news sites and news apps backed by high credibility**
- **Provision of news to local newspapers and content to major media such as national newspapers and TV stations, in addition to online media**
- **The official YouTube channel with over 2.39 million subscribers, as well as many views from non-subscribers, which consistently provides content that reaches over a million views**

Capturing New User Demographics by Implementing Short Videos

- Be the first to focus on the potential of short videos (Less than 1 minute or 3 to 5 minutes long) in entertainment news distribution
- Capture new user demographics through short videos that take advantage of Oricon's strengths and appeal to the lifestyles and tastes of the younger generation

1

Solid foundation built on strong connections in the entertainment industry

2

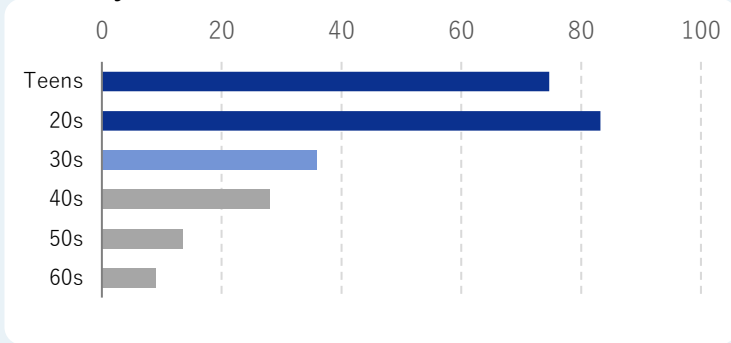
Corporate strength capable of original news and video creation

Be the first to focus on the potential of entertainment short videos



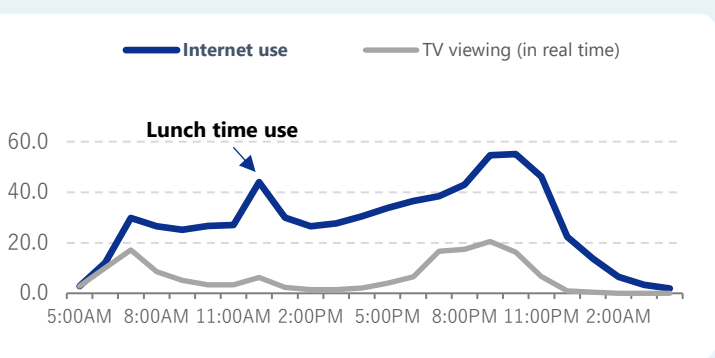
Capture new user demographics

Video Site Viewing Time on Mobile Devices by Age Group: Weekdays (Minutes)



Source: Ministry of Internal Affairs and Communications FY2021 Survey Report on Usage Time of Information and Communications Media and Information Behavior

Users in their 20s by Media Type: Weekdays (%)



Source: Ministry of Internal Affairs and Communications FY2021 Survey Report on Usage Time of Information and Communications Media and Information Behavior

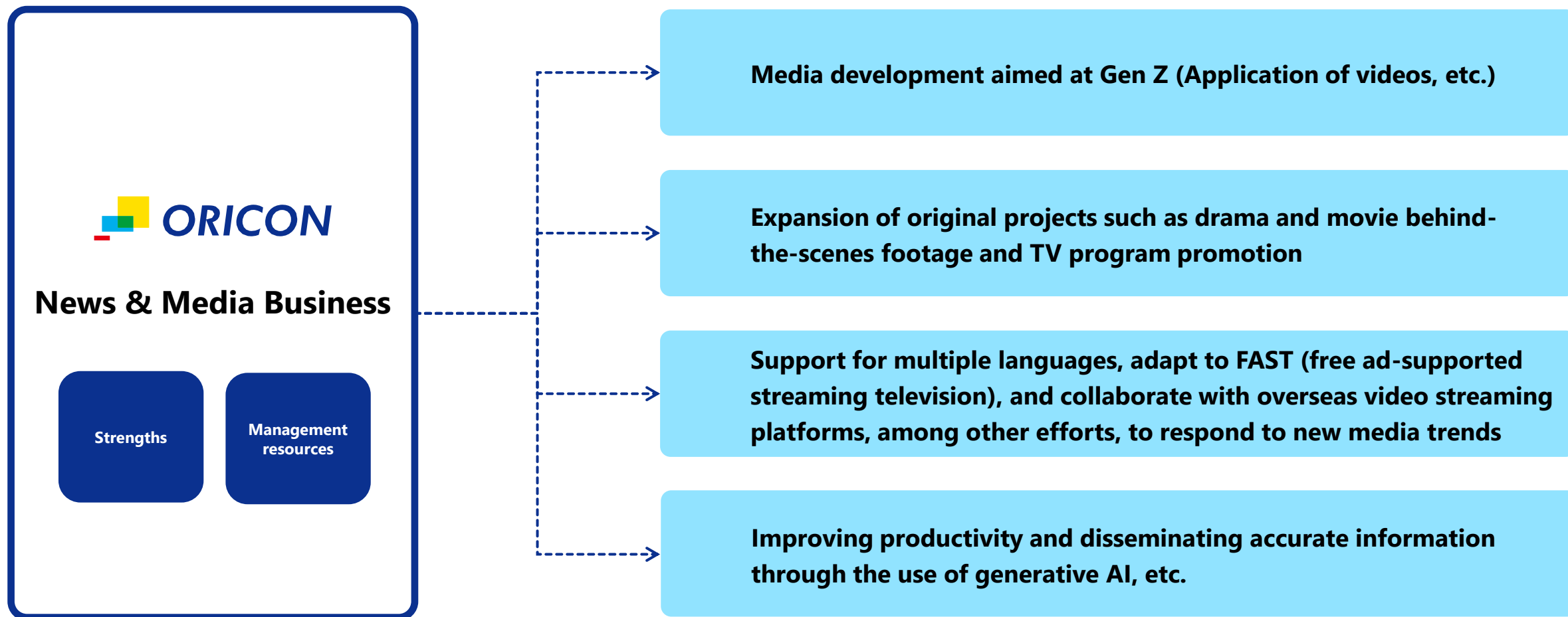
YouTube Ranking by the Number of Gen Z Viewers

Rank	Channel name	Viewers	Video category
1	THE FIRST TAKE	2.27 million	Music
2	oricon	1.78 million	Entertainment / variety shows
3	Hyakumantenbara Salome	1.51 million	VTuber
4	Nintendo official channel	1.41 million	Gameplay and game-related content
5	Ayase / YOASOBI	1.40 million	Music

Notes: ・ Gen Z is defined as viewers aged 16-26 as of December 2022. ・ Data collection period: June 2022 - Dec. 2022 (target devices: PCs and smartphones) ・ It is counted as one viewer if a video is played at least once during the data collection period. ・ The number of views is the number of views per month.

Source: VALUES, Inc. "Ranking of YouTube Channels by the Number of Gen Z Viewers"

- Policy to promote multifaceted business expansion based on the strengths and management resources cultivated to date in the News & Media Business
- Take on new and unique challenges without being reliant on a specific platform







The forward-looking statements including the earnings forecasts contained in this report are based on information currently available to us and certain assumptions that we believe to be reasonable. Accordingly, please be advised that we do not guarantee the achievement of the forecasts, and the actual results may differ significantly from the forecasts due to a variety of factors.

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