VECTOR INC.

Interim Report – FY '26 2Q

vector

October 15, 2025

Contents

Quarterly Results

Consolidated Performance (YoY Change)

Net Sales	29,740 million JPY (108.6% YoY)	Gross Profit	20,400 million JPY (114.0% YoY)
EBITDA*	4,380 million JPY (167.0% YoY)	Operating Profit	3,730 million JPY (180.2% YoY)
Ordinary Income	3,910 million JPY (195.5% YoY)	Profit Attributable to Owners of Parent	1,760 million JPY (173.2% YoY)

* EBITDA = Operating profit + Depreciation + Amortization of goodwill

Performance by Segment (YoY Change)

	Net Sales	Operating profit	Business Overview for 1H FY '26
Consolidated Performance	29,740 million JPY (108.6% YoY)	3,730 million JPY (180.2% YoY)	• All three major businesses of PR and Advertising, Press Releases, and Direct Marketing saw good performance • Achieved **sales growth and substantial profit growth**
PR and Advertising	16,160 million JPY (100.1% YoY)	2,190 million JPY (136.1% YoY)	• **NewsTV and the Korean businesses,** which recorded losses in 1H FY2025, **returned to profitability and contributed to profits** • **Taxi Signage performed well** • **The business of gracemode Inc.** who joined the Group via M&A **expanded and recorded strong performance**
Press Releases (PR TIMES)	4,670 million JPY (120.1% YoY)	1,890 million JPY (197.4% YoY)	• **Net sales and operating profit reached record highs** • Number of user companies surpassed 116,000

Performance by Segment (YoY Change)

	Net Sales	Operating Profit	Business Overview for 1H FY '26
Direct Marketing	7,460 million JPY (126.0% YoY)	(120) million JPY (Up 380 million JPY YoY)	• Expanded advertising and promotional investments while assessing advertising efficiency • **Achieved substantial growth in sales**, which led to profit increase
HR	1,460 million JPY (100.1% YoY)	(50) million JPY (Down 100 million JPY YoY)	• Sales increased due to JOBTV growth • Profit declined due to investment in Clinic TV business, etc.
Investment	100 million JPY (136.2% YoY)	(170) million JPY (Down 130 million JPY YoY)	• Sales increased from partial sale of held shares • Profit decreased due to recognition of loss on valuation of securities • Exercised greater selectivity in light of the deterioration in the startup market environment

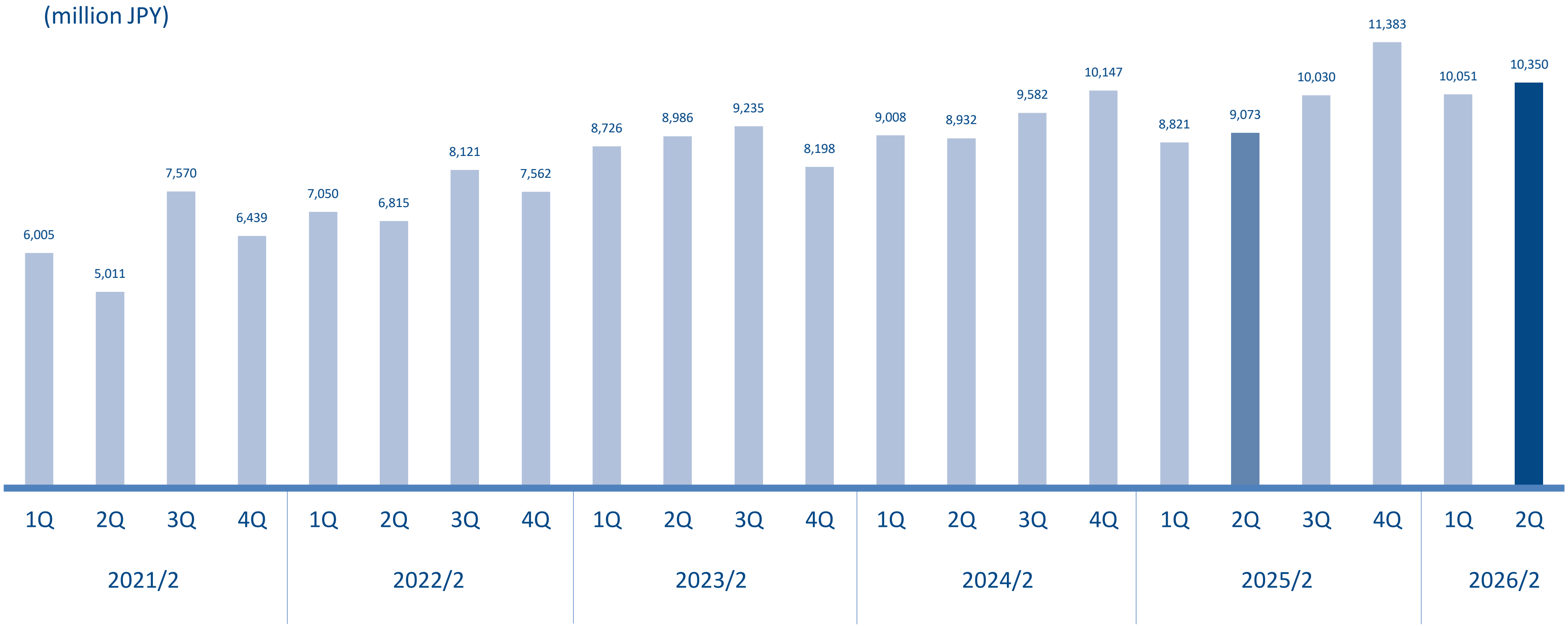
Consolidated Net Sales

Consolidated net sales for 2Q FY2026 were 14,947 million JPY (110.6% YoY), **a record high for the 2Q**.

Note: The Accounting Standard for Revenue Recognition has been applied from FY2023.

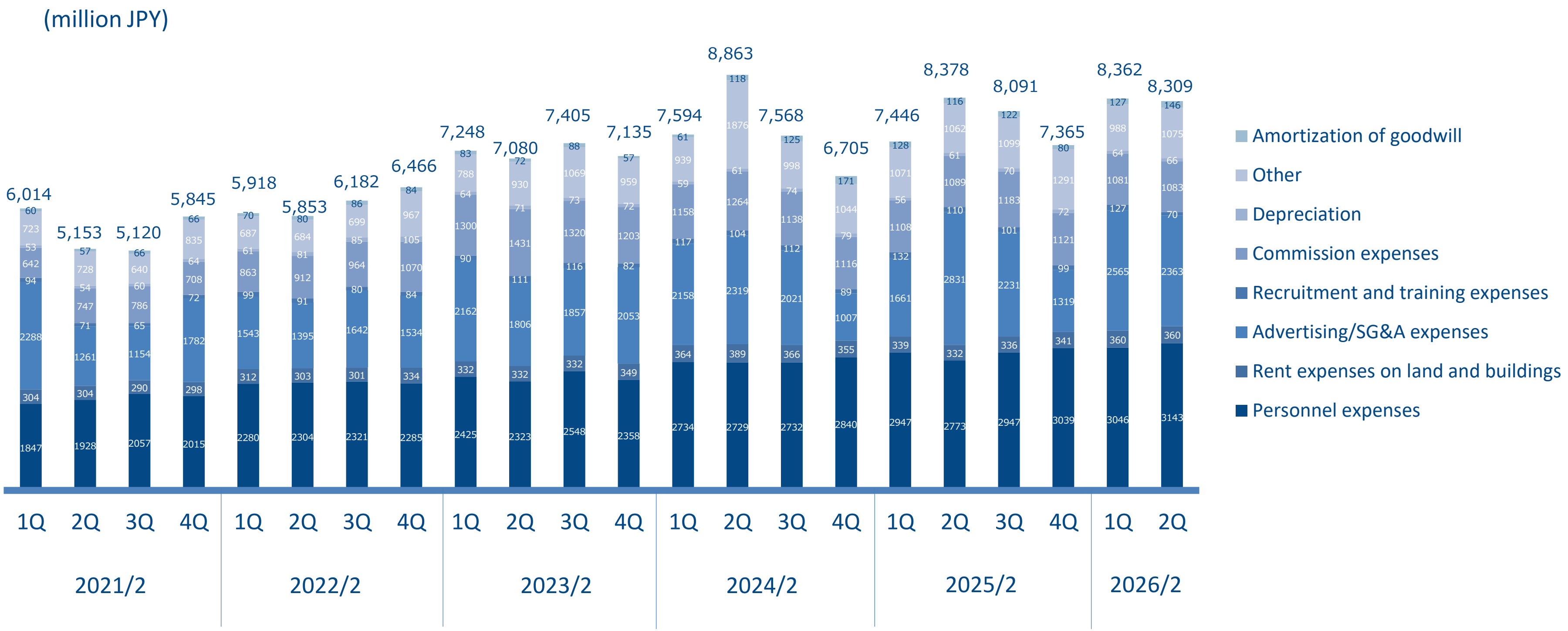
Consolidated Gross Profit

Consolidated gross profit for 2Q FY2026 was 10,350 million JPY (114.1% YoY), **a record high for the 2Q**.



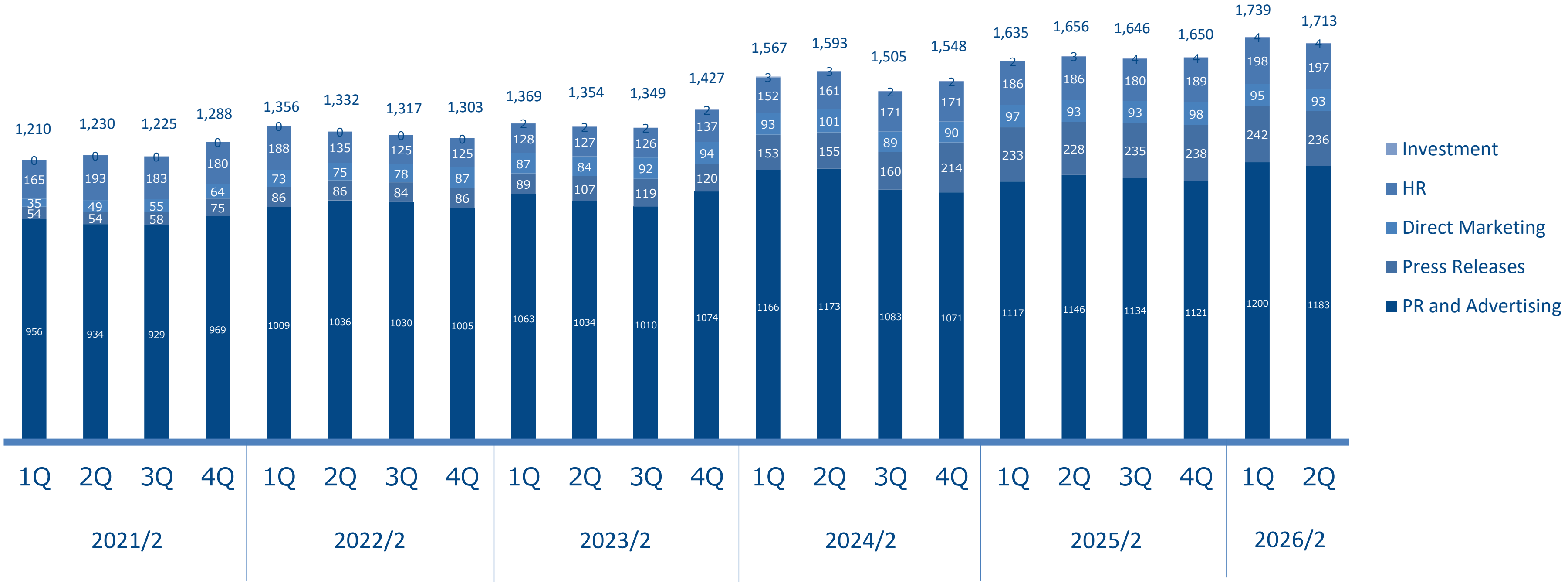
SG&A

SG&A for 2Q FY2026 amounted to 8,309 million JPY (99.2% YoY) due to a decrease in advertising/promotion expenses.



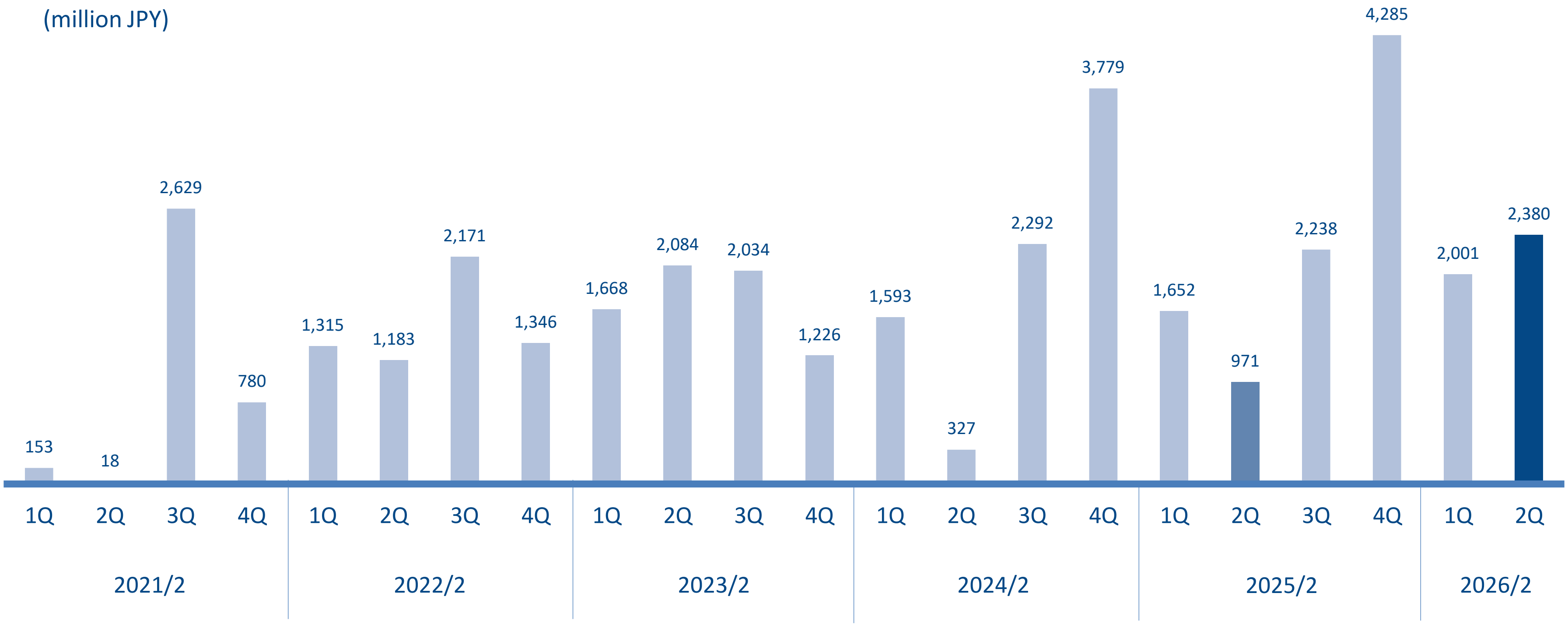
Consolidated Number of Employees (Quarterly Trend)

Consolidatedheadcount as of the end of 2Q FY2026 decreased to 1,713 owing to the PR and Advertising segment.



EBITDA*

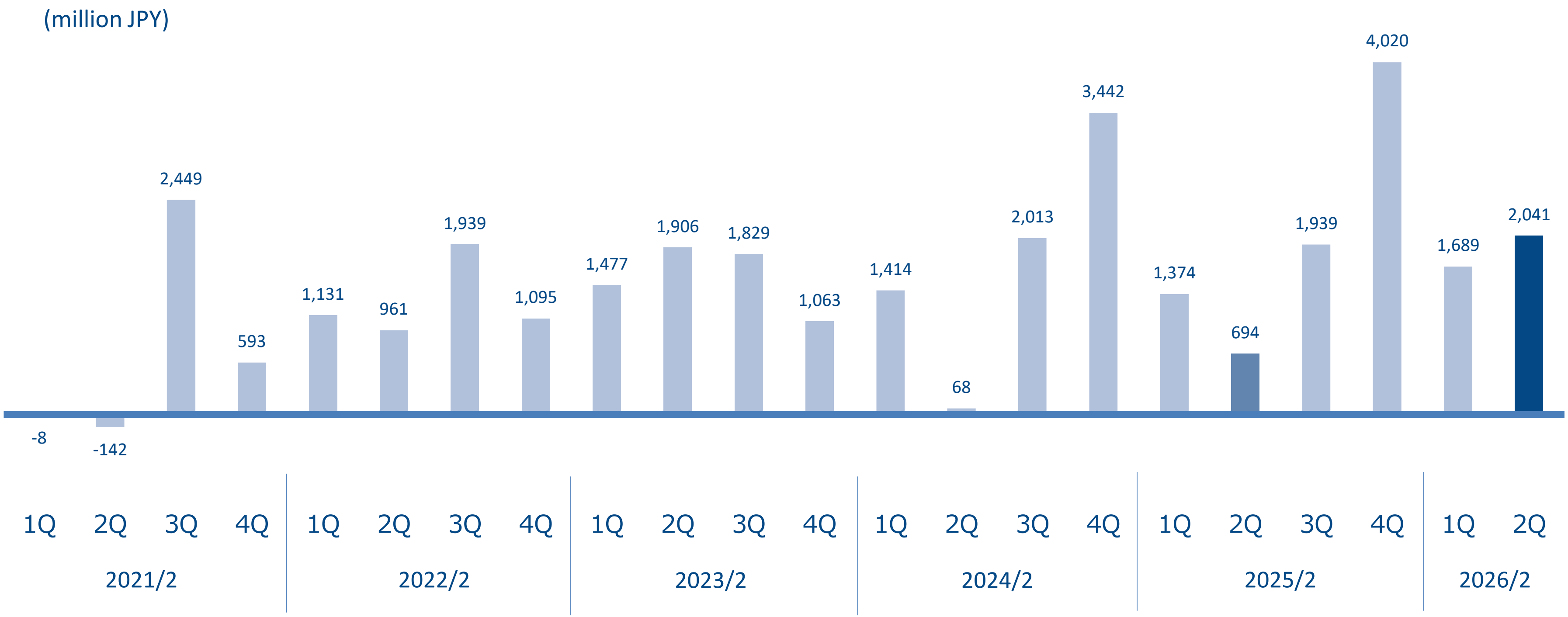
EBITDA for 2Q FY2026 came in at 2,380 million JPY (244.9% YoY), **a record high for the 2Q**.



* EBITDA = Operating profit + Depreciation + Amortization of goodwill

Consolidated Operating Profit

Consolidated operating profit for 2Q FY2026 came in at 2,041 million JPY (293.8% YoY), **a record high for the 2Q**.

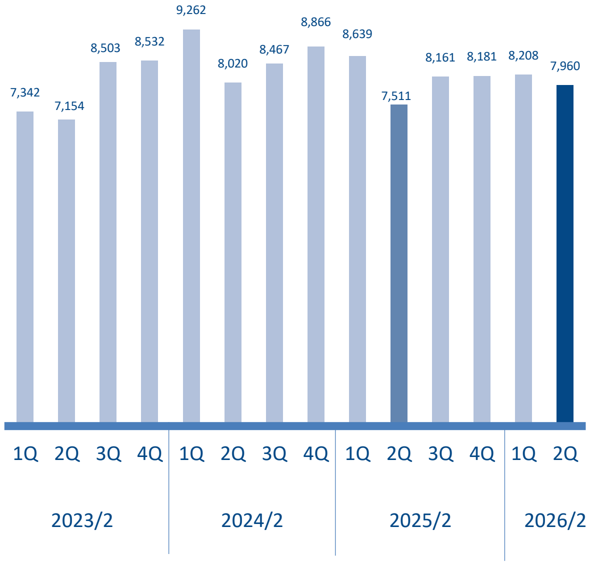


PR and Advertising Business

Gross profit for 2Q FY2026 reached a **record high on a quarterly basis** and **operating profit reached a record high for the 2Q**.
From 3Q onward, we will pursue PR plus Short Video measures to further improve performance.

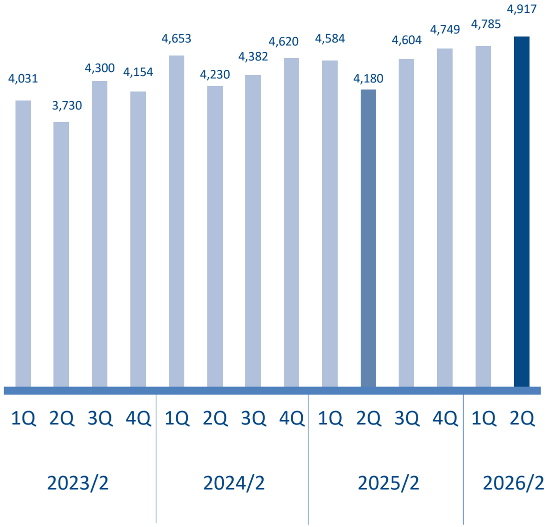
Net Sales (million JPY)

7,960 million JPY (106.0% YoY)



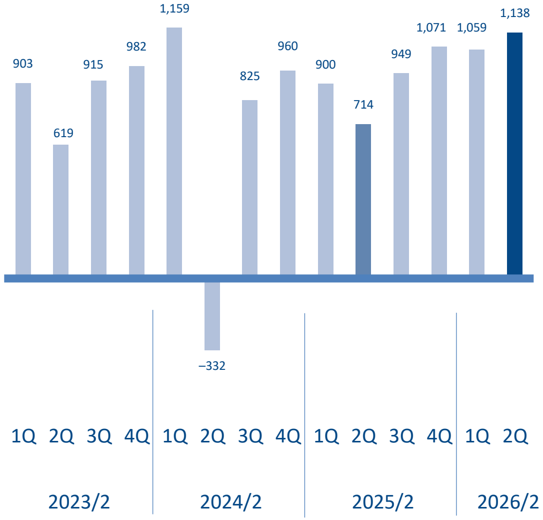
Gross Profit (million JPY)

4,917 million JPY (117.6% YoY)



Operating Profit/Loss (million JPY)

1,138 million JPY (159.4% YoY)

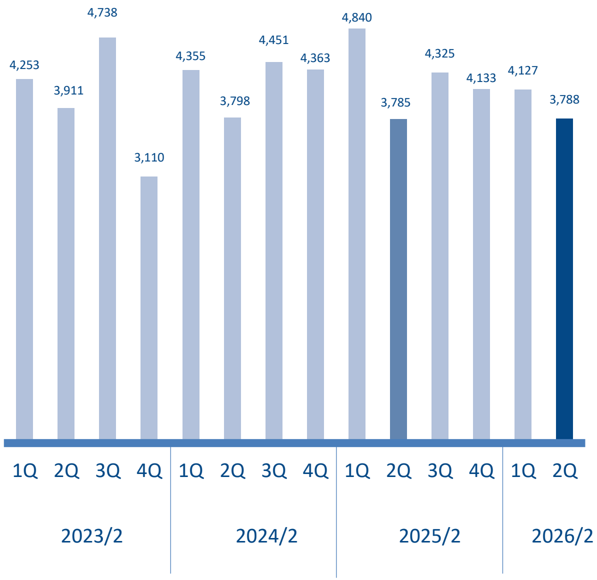


Strategic PR Business (ANTIL, PLATINUM, INITIAL)

Both gross profit and operating profit reached record highs for the 2Q. Demand from large clients was strong.
From 3Q onward, strategic PR business will play a central role in the Group for PR plus Short Video measures and will lead overall growth.

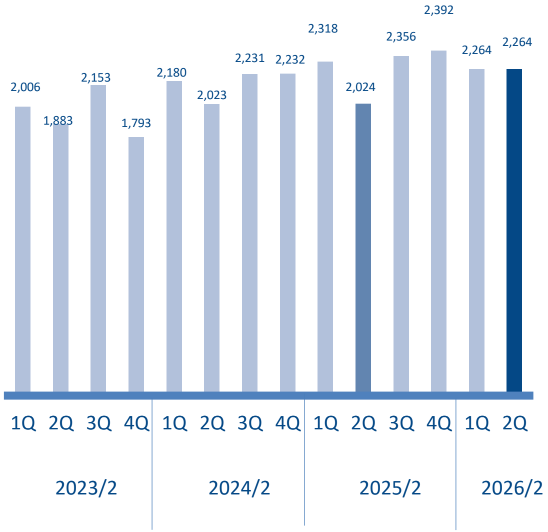
Net Sales (million JPY)

3,788 million JPY (100.1% YoY)



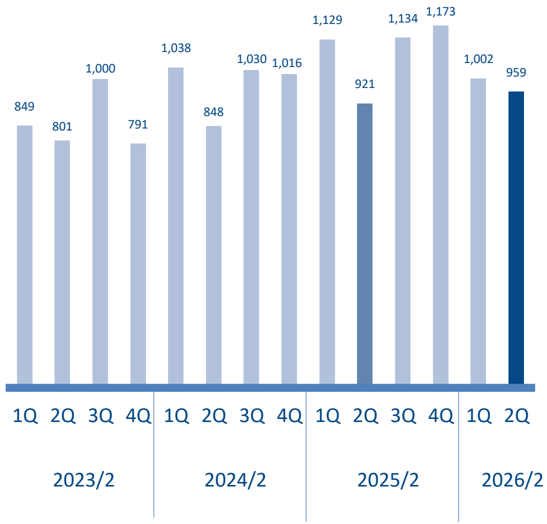
Gross Profit (million JPY)

2,264 million JPY (111.8% YoY)



Operating Profit (million JPY)

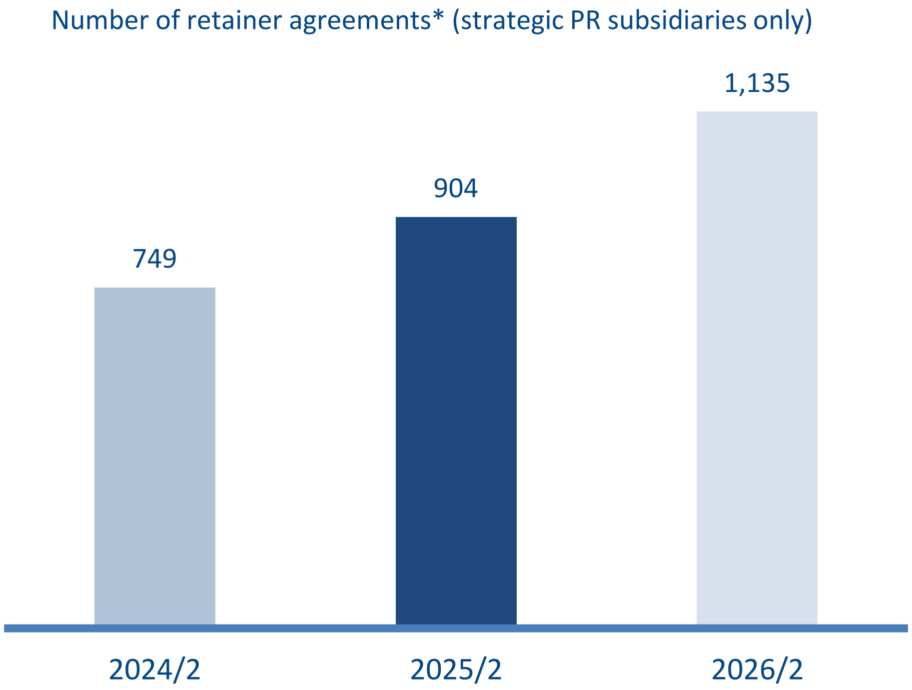
959 million JPY (104.1% YoY)



Note: Royalties paid to VECTOR are added back to operating profit for calculation.

Numerical Target for PR Retainer Agreement Acquisition

We aim to increase the number of retainer contracts, which provide stable revenue, and to secure end-to-end orders for measures that spread the word, thereby raising project unit prices.
Achieve growth in performance by steadily building on KPIs.



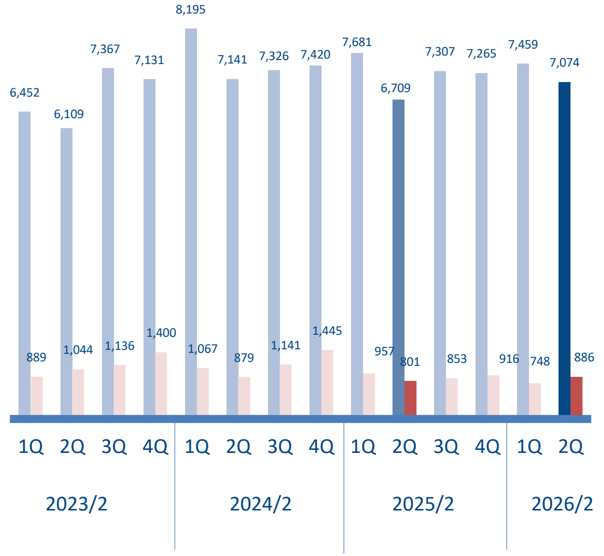
* Retainer agreement: An agreement with a term of six or more months with monthly fees.

PR and Advertising Business (By Region: Japan/Overseas)

Overseas business: **Gross profit and operating profit reached record highs for the 2Q**. The return to profitability in the Korean business contributed to this. From the third quarter onward, the Company aims to absorb the impact of its investment in Taxi Signage business in Taiwan and achieve full-year profitability in its overseas business.

Net Sales (million JPY)

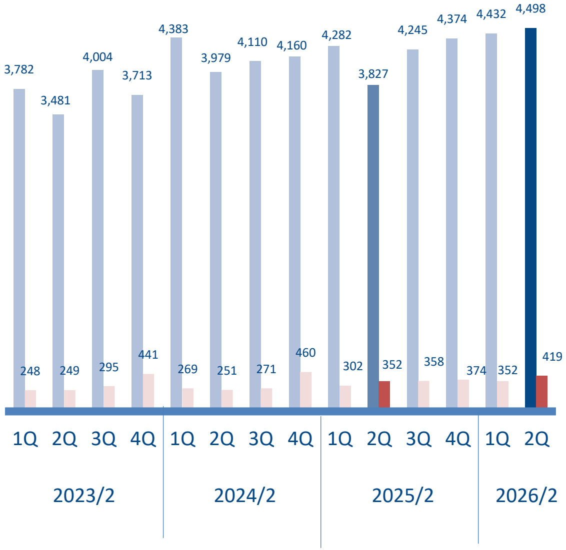
7,074 million JPY (Japan) / 886 million JPY (overseas)



Gross Profit (million JPY)

4,498 million JPY (Japan) /

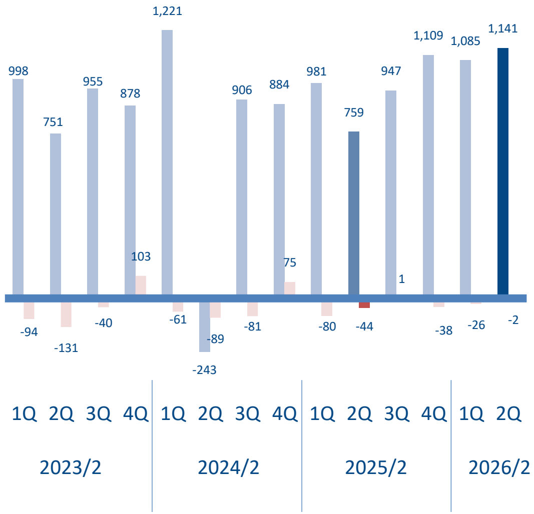
419 million JPY (overseas)



Operating Profit/Loss (million JPY)

1,141 million JPY (Japan) /

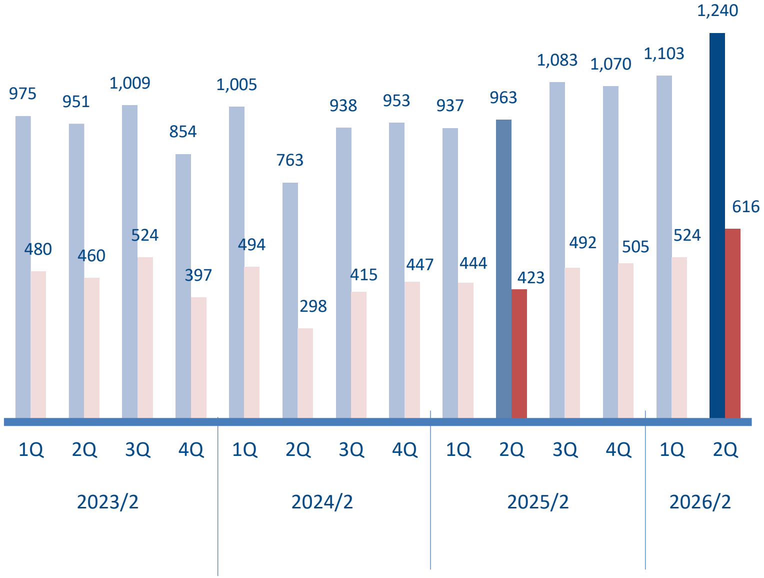
–2 million JPY (overseas)



Taxi Signage

Operating activities continued to contribute in 2Q and **both sales and gross profit reached record highs on a quarterly basis**.
From 3Q onward, we will continue to strengthen the earnings base by further capturing customer ad placement needs and through efforts to increase sales per customer.

Net Sales: 1,240 million JPY (128.7% YoY)
Gross Profit: 616 million JPY (145.4% YoY)



GROWTHのオリジナル情報番組
「HEADLIGHT」を週替わりで放映。
日々の行動が変わる、
幅広い情報をお届けします。

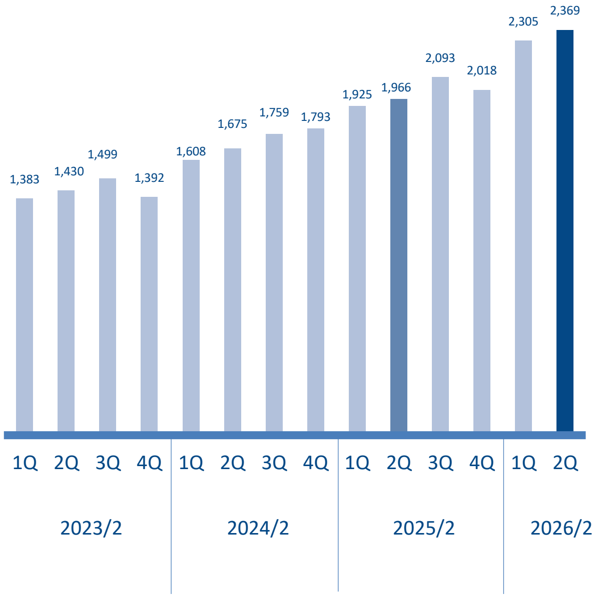
Digital signage has been installed for rear seat passengers in approx. 11,500 vehicles, the largest scale of taxi signage advertising in Tokyo. Roughly 40% of Tokyo's taxi users, who mainly consist of business people, have been covered, with video advertisements and media content reaching around 7.7 million people.

Press Release Distribution Business

In 2Q, **all indicators reached record highs** (net sales, gross profit, operating profit, number of user companies, and press release distributions). From 3Q and beyond, we will continue to make investments to acquire user companies and promote greater usage frequency, while aiming to increase revenues and profits.

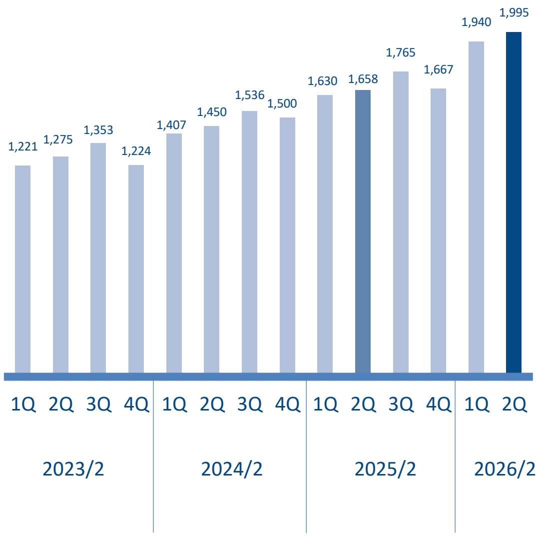
Net Sales (million JPY)

2,369 million JPY (120.5% YoY)



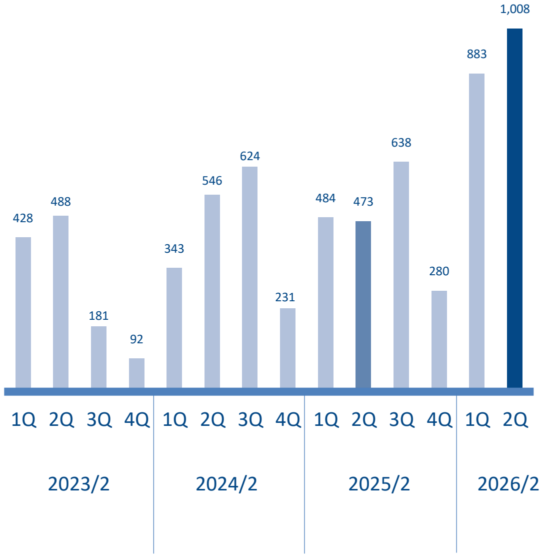
Gross Profit (million JPY)

1,995 million JPY (120.3% YoY)



Operating Profit (million JPY)

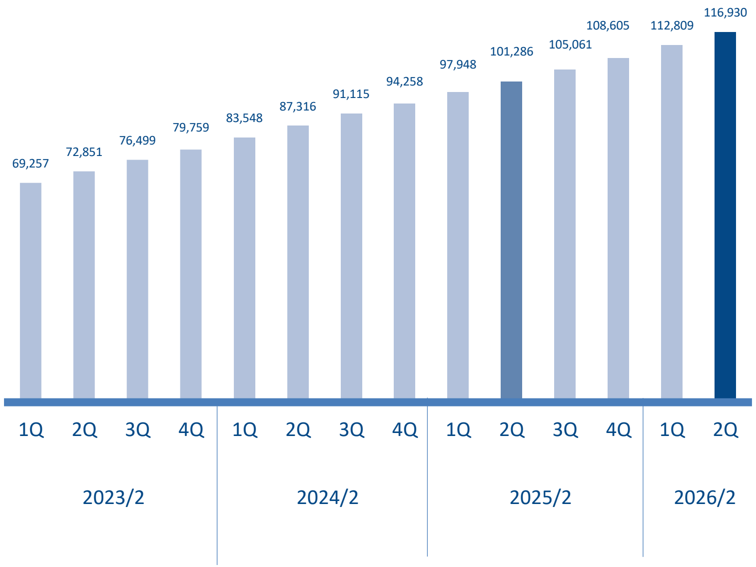
1,008 million JPY (212.8% YoY)



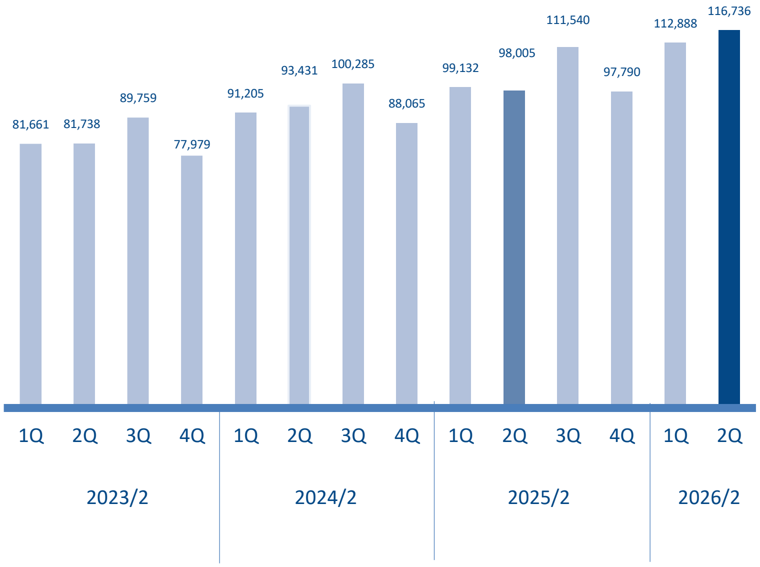
Number of User Companies and Press Release Distributions

In 2Q FY2026, the number of user companies and press release distributions increased significantly year on year.
From 3Q, we will increase the number of distributions by continuing to improve the number of user companies and the usage frequency.

Number of user companies: 116,930 (115.4% YoY)



Number of press release distributions: 116,736 (119.1% YoY)



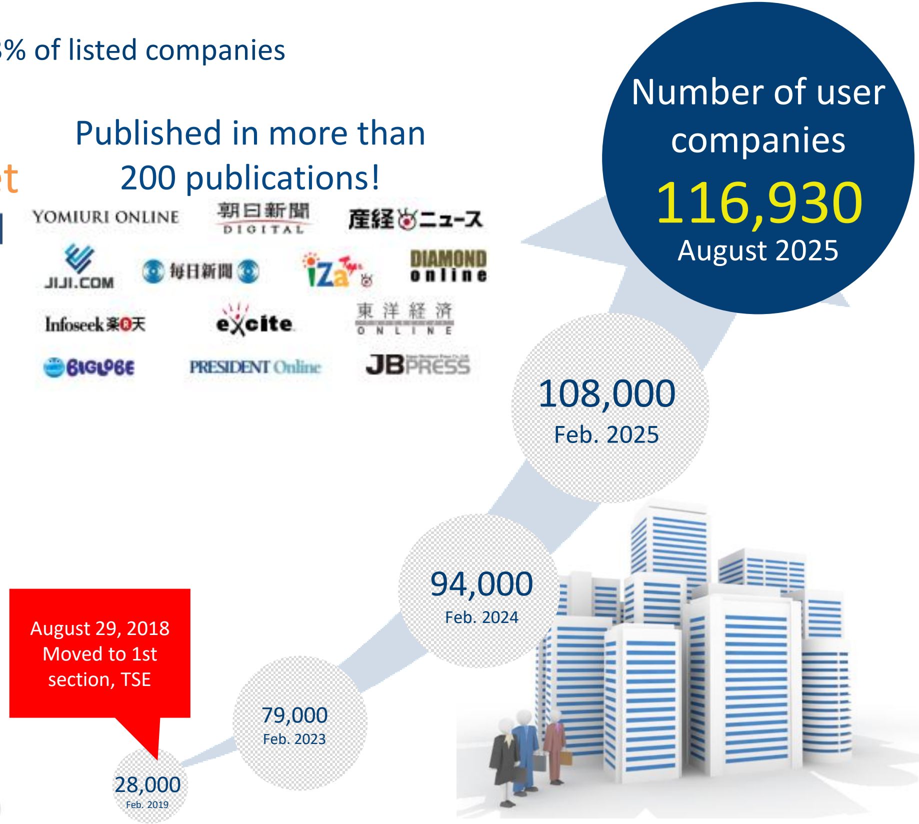
Trend in Number of User Companies and Percentage of Listed User Companies

Japan's No. 1 press release distribution platform PR TIMES

More than 110,000 user companies, used by more than 63% of listed companies

TSE Prime Market

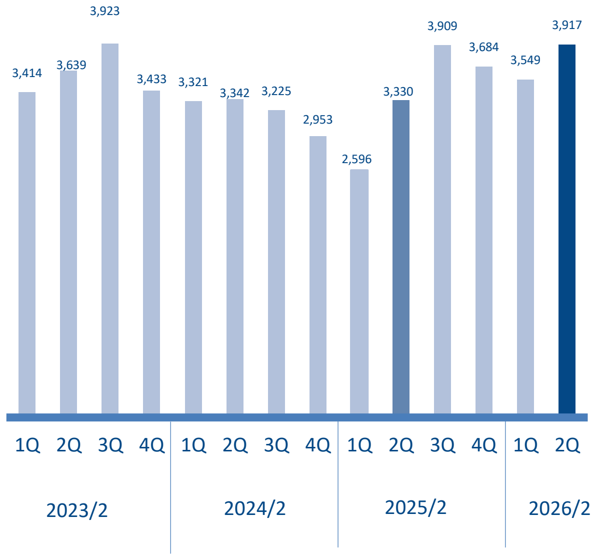
Published in more than 200 publications!



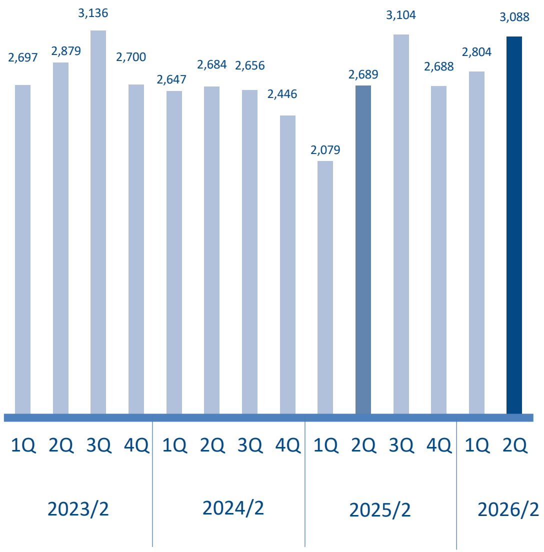
Direct Marketing Business

Net sales and gross profit reached record highs for the 2Q. Vitabrid Japan reached a record high monthly sales in August.
From 3Q onward, we aim to achieve the full-year net sales and operating profit targets by controlling investments in advertising while keeping a close eye on market conditions.

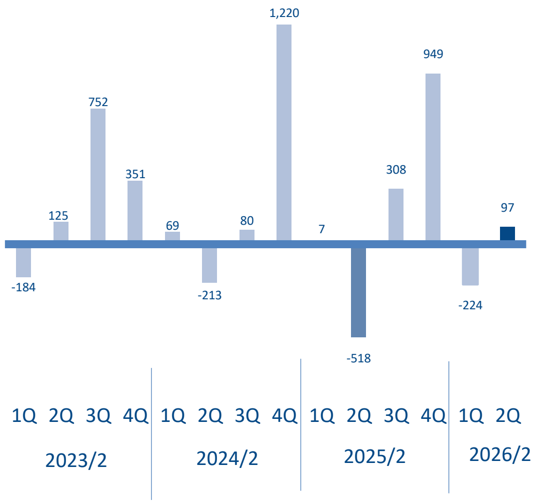
Net Sales (million JPY)
3,917 million JPY (117.6% YoY)



Gross Profit (million JPY)
3,088 million JPY (114.8% YoY)



Operating Profit/Loss (million JPY)
97 million JPY (Up 615 million JPY YoY)



We sell the Vitabrid series using advanced technology, and units sold are growing steadily.
This accumulated earnings structure is built on a subscription model, and the total number of products provided has **surpassed 22 million**.

Sugar and fat absorption inhibiting supplement Terminalia First continued to perform well following its launch, with cumulative sales **exceeding 11.5 million units**.

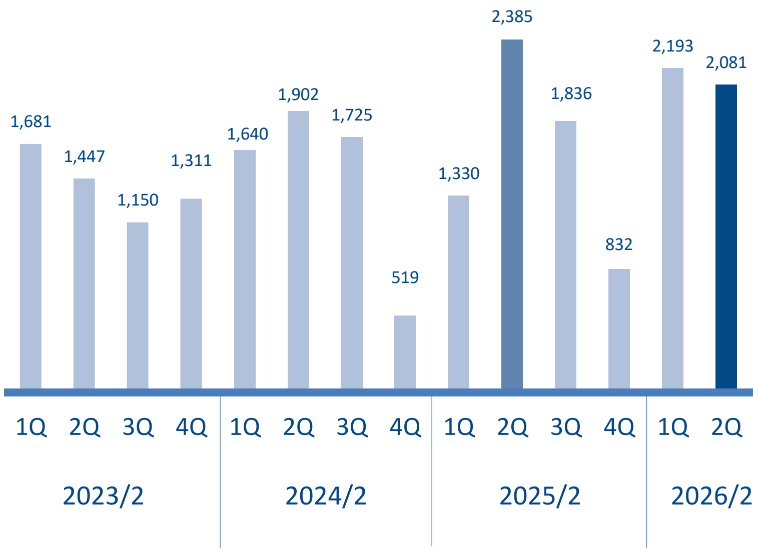
Vitabrid Daily GABA, which supports improved sleep quality and helps alleviate modern ailments such as stress and fatigue, has surpassed cumulative sales of **1 million units**.

Advertising Expenses and Units Sold

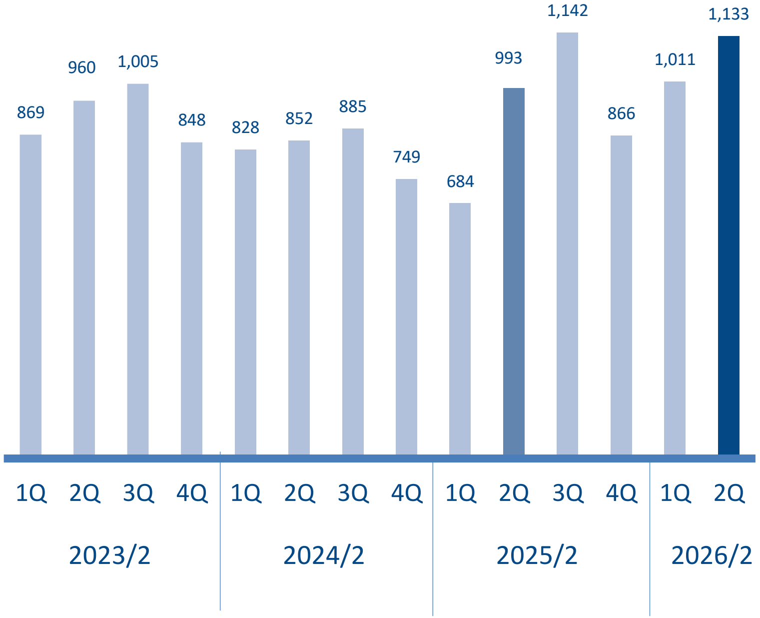
Units sold reached a record high for the 2Q, and net sales reached a monthly record high in August.

From 3Q onward, we will invest in advertising and strive to achieve the target, while keeping an eye on market conditions.

Advertising Expenses: 2,081 million JPY (87.2% YoY)



Number of Units Sold: 1,133 thousand (114.2% YoY)



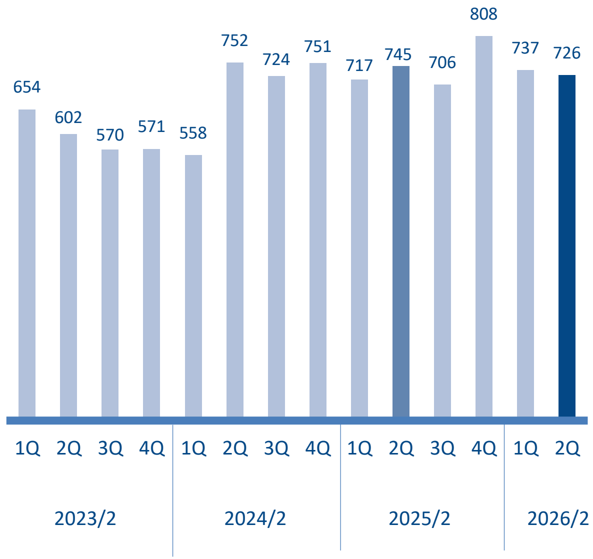
Note: Advertising expenses and units sold figures are for Vitabrid Japan only.

HR Business

In 2Q FY2026, profits declined due to the performance of BUSiCONET, which was affected by temporary staffing media due to the increase in demand for spare time jobs and to investment in the Clinic TV business. From 3Q onward, we will aim to increase sales and profits by focusing on a rebound in ASHITA-TEAM sales and profits, and achieving profitability in JOBTV.

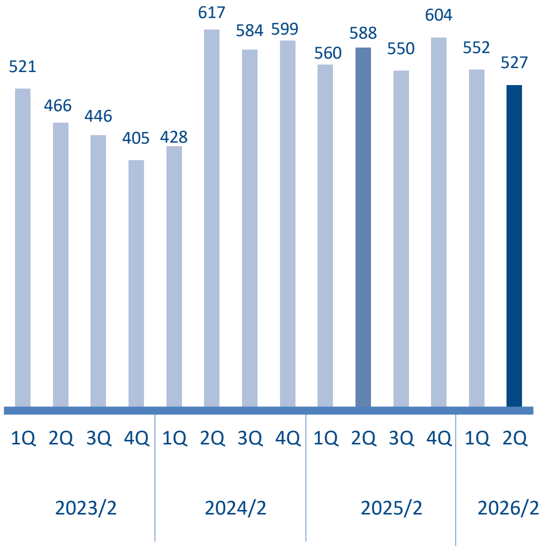
Net Sales (million JPY)

726 million JPY (97.4% YoY)



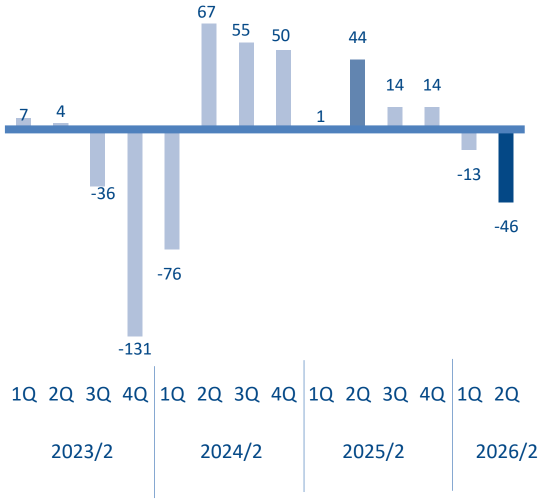
Gross Profit (million JPY)

527 million JPY (89.5% YoY)



Operating Profit/Loss (million JPY)

–46 million JPY (Down 91 million JPY YoY)



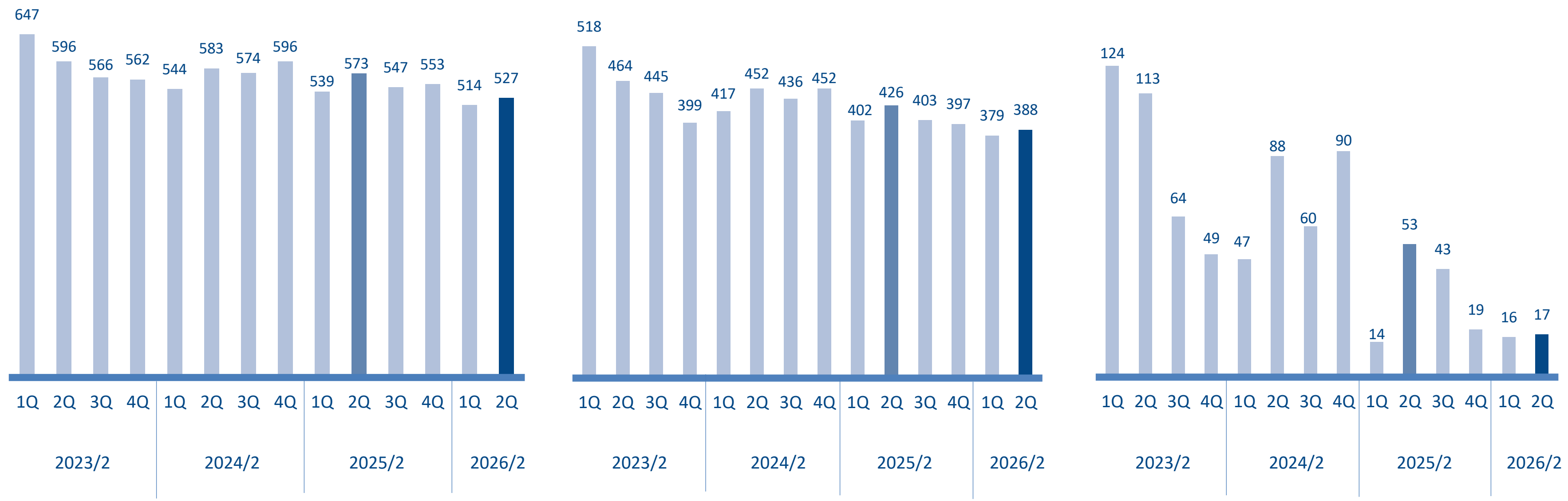
HR Business (ASHITA-TEAM)

Both sales and profit declined in 2Q FY2026, but were broadly in line with the targets.
From 3Q onward, we will continue to efforts to increase sales and profits by putting new acquisition sales on track.

Net Sales (million JPY)
527 million JPY (92.1% YoY)

Gross Profit (million JPY)
388 million JPY (91.0% YoY)

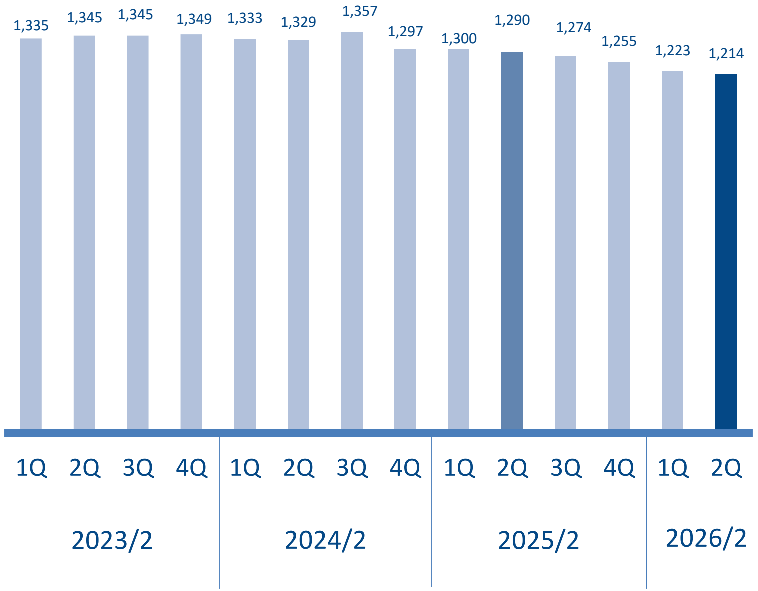
Operating Profit (million JPY)
17 million JPY (33.9% YoY)



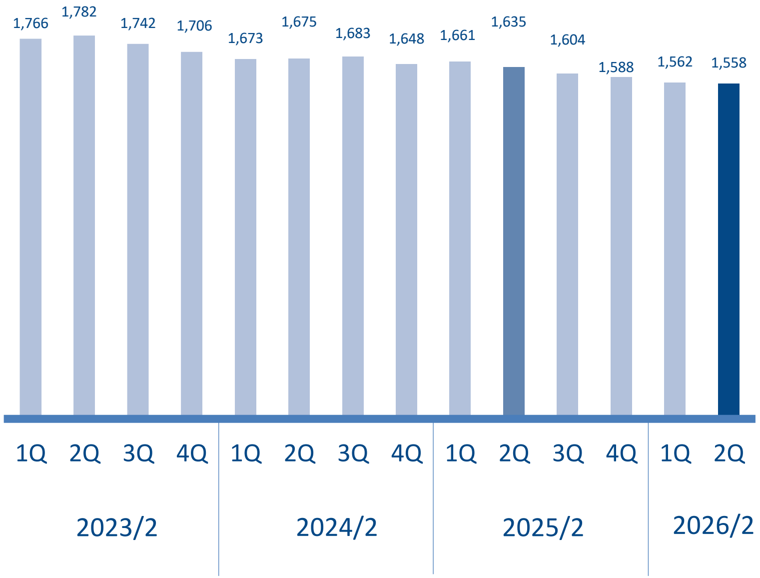
Number of User Companies*1 and ARR*2

In 2Q FY2026, although the cancellation rate rebounded slightly, the new customer acquisition recovery efforts were still in progress, resulting in a YoY decline in ARR. From 3Q onward, we will aim to recover the number of user companies and ARR by putting new acquisition sales on track.

Number of user companies: 1,214 (94.1% YoY)



ARR: 1,558 million JPY (95.3% YoY)



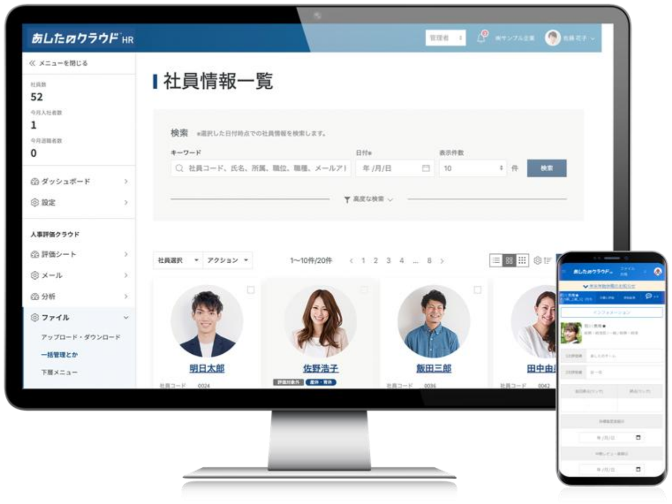
*1 Number of user companies refers to companies using cloud or operating consulting services on a monthly subscription basis.

*2 ARR is the amount calculated by multiplying the monthly recurring revenue (MRR) from cloud and operating consulting services at the end of the quarter by 12.

ASHITA-TEAM Outlook

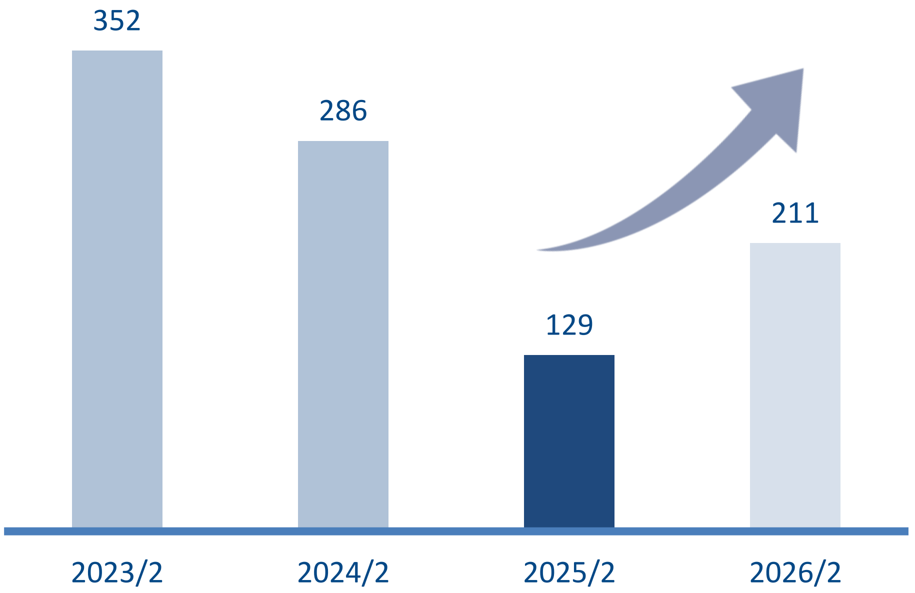
In FY2026, we will aim for a V-shaped recovery by completing the rebuilding of the sales structure early and restoring the pace of new orders, with a goal of achieving operating profit of 211 million JPY.

Personnel evaluation cloud “Ashita Cloud”



Build up subscription earnings by strengthening sales of SaaS-based products

Operating Profit (million JPY)

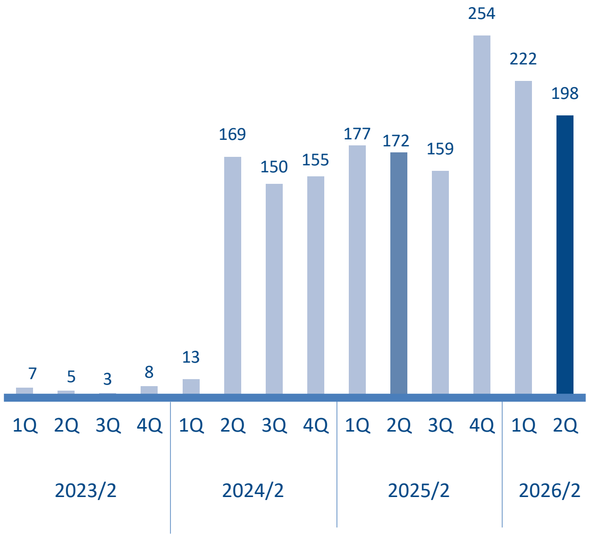


HR Business (JOBTV)

In 2Q FY2026, profits declined due to the performance of BUSiCONET, which was affected by temporary staffing media due to the increase in demand for spare time jobs and to investment in the Clinic TV business. From 3Q onward, we will strive to expand net sales by holding large events, supporting mid-career recruitment, and other activities, in addition to continuing support for new graduate recruitment.

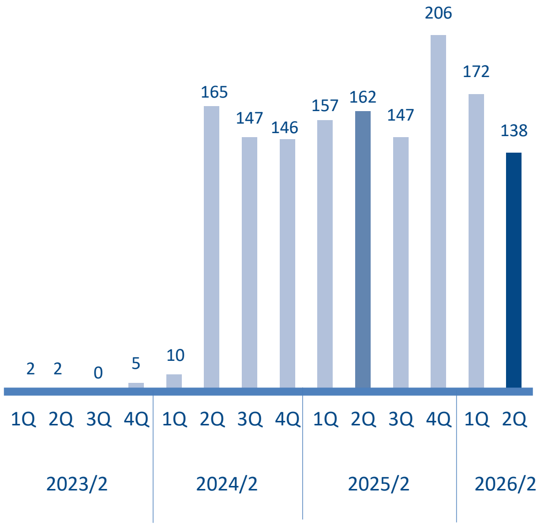
Net Sales (million JPY)

198 million JPY (115.2% YoY)



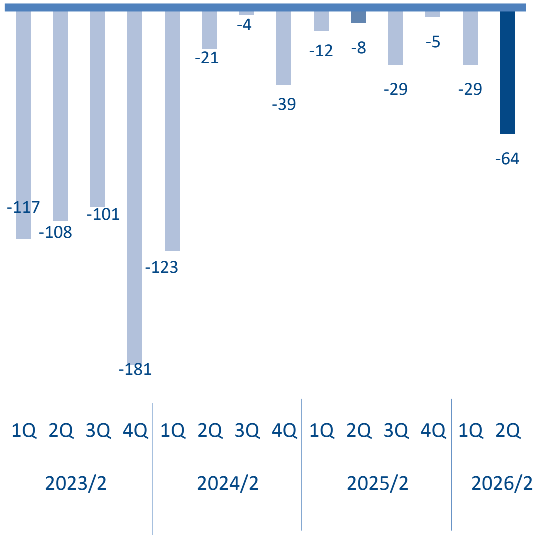
Gross Profit (million JPY)

138 million JPY (85.5% YoY)



Operating Loss (million JPY)

–64 million JPY (Down 55 million JPY YoY)



JOBTV

JOBTV is a service that solves issues of both job-seekers and companies.
Speedy matching is achieved by leveraging video in the initial recruitment processes.

Recruitment matching platform JOBTV

JOBTV is a recruitment matching platform where users can view unlimited company information videos.

JOBTV Benefits

Over 1,000 registered companies

Over 150,000 registered university students

Job seekers

1. **Netflix-like search** option makes browsing job post videos a breeze!
2. **Show off your best to employers easier with a self-introduction video!**
3. Learn more about companies through videos **without needing to go to information sessions**!

Company information video

JOBTV

Self-introduction video

Companies

1. **Highlight why candidates should join your company** with **a video introducing** your firm and the positions you are hiring for!
2. **Quick and easy** applicant **screening through video**!
3. **Reach out to job-seekers directly** with scout mails!

JOBTV Growth Strategy

We aim to expand JOBTV in the recruitment market based on the four core businesses of new graduate support, job change support, recruitment support, and temporary staffing. We plan to strengthen the brand of our human resources support business based on new graduate support leveraging referrals from our own media.

JOBTV

New graduate support

- JOBTV New Graduates
- JOBTV New Graduates Premium

JOBTV for New Graduates launched in December 2021. There are over 1,000 registered companies and a total of over 150,000 registered students.

Job change support

- JOBTV Job Change
- Premium HR Bank

JOBTV Job Change launched in December 2022. Leveraging our expertise cultivated in the new graduate business, we support mid-career jobseekers.

Recruitment support

- JOBTV recruitment consulting
- JOBTV RPO

FINDAWAY's participation will provide upstream support for companies' general recruitment issues. We will build a system that will allow us to refer new graduates and job changers.

Temporary staffing

- JOBTV temporary staffing (planned)
- Online school

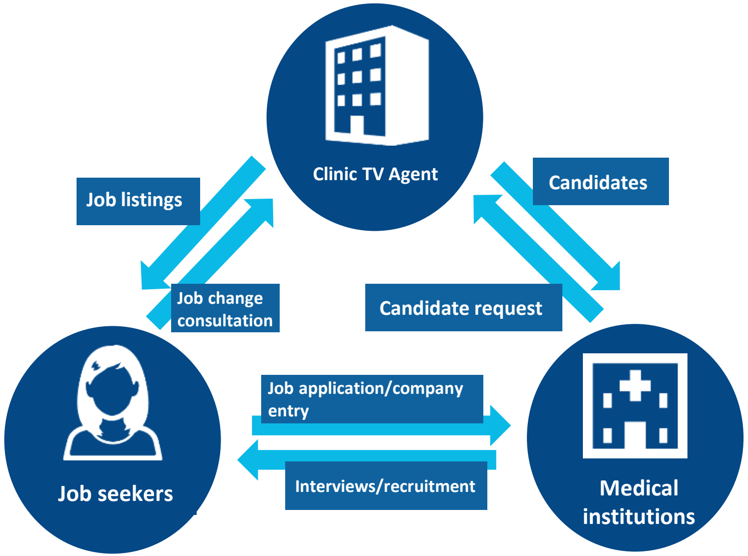
We will expand the temporary staffing business which leverages our expertise in media and an online school that enables students to learn digital skills.

Clinic TV is a platform business that uses video to help match clinics with job seekers in the medical field and patients looking for medical facilities. HR consultants with industry expertise also provide job change agent services for medical institutions.

クリニックTV

Dedicated video media for clinics

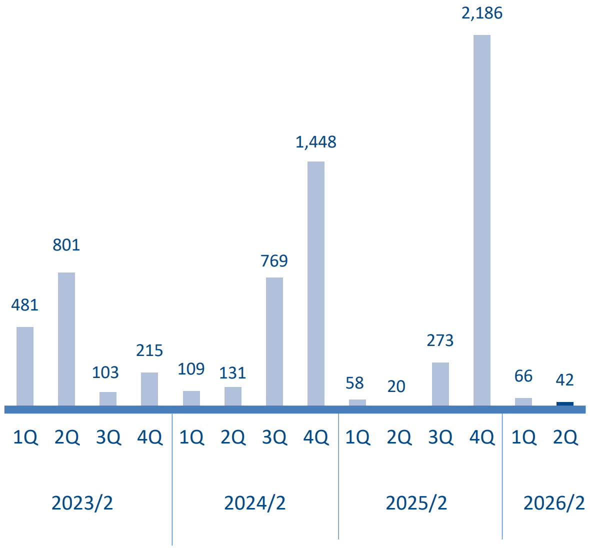
クリニックTV エージェント



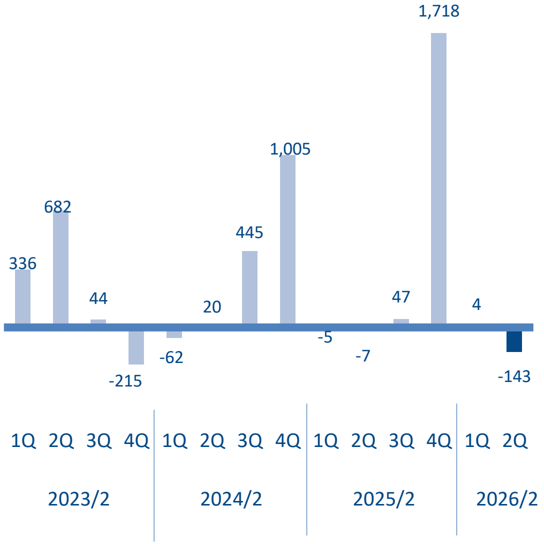
Investment Business

In 2Q FY2026, an operating loss was posted due to loss on valuation of securities, despite partial sale of shares held.
Exercised greater selectivity in light of the deterioration in the startup market environment.

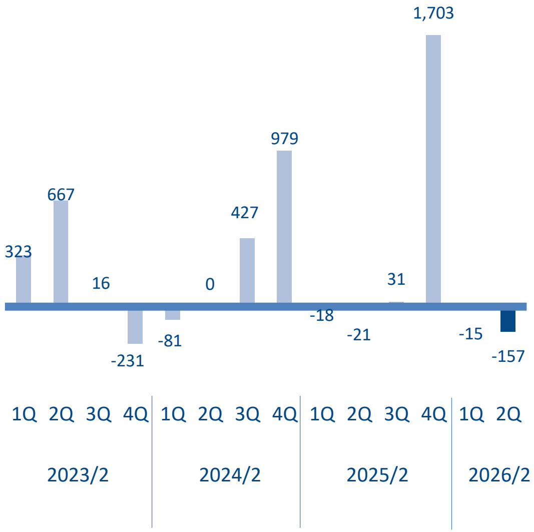
Net Sales (million JPY)
42 million JPY (204.0% YoY)



Gross Profit/Loss (million JPY)
–143 million JPY (Down 135 million JPY YoY)



Operating Profit/Loss (million JPY)
–157 million JPY (Down 136 million JPY YoY)



Solid Track Record of Investment in Growth Fields

= IPO済

IoT- セキュリティ – テクノロジー – バイオ

Lagbar, infoNet, gengo, AstroX, REVOLVER, uhuru, CSC, LiveSmart, Secual, TRINITY, ISRAE SECURITY INC., MabGenesis, Human Life CORD, PHONE APPLI, SWITCH SMILE, OrganTech, medi, QR Translator, ASSEMBLEPOINT, AOS DATA, 炎重工株式会社

AI- ビッグデータ

AI CROSS, SecondXight analytica, Headwaters, メトロエンジン, Poetics, VIRTUSIZE, VISITS Technologies, X-Locations クロスロケーションズ, SushiAI

マーケティング - セールス

QON, Branding Technology, WILLGATE, SALES ROBOTICS, ACROVE, SalesNow, Flagship Orchestra, ALLIANCE CLOUD, LISUTO!, basic, Essen, COMIX, FULLER, AdInte, Algorithm, VALUE CREATION, foriio, Widsley, ENRISSION, identify, xOperation group, kuzen, SubFac

D2C

ADVATEC, Grand Bleu&Co., High Link, Vegetable tech, PIALA, WaQoo, Wondershake, Oops

飲食 - 小売 - 美容 - サービス- ヘルスケア

TERMINAL, SARAH, GO TODAY SHAiRE SALON, LATR CO, MiRTeL, Wagyu Mafia, VEGEO VEGECO, まん福, adval, WAmazing, Fun, エアトリ, FUN UP inc., IZUMI-IZM GROUP, i-feel ina, zentokyo, SOELU, ReNet.jp Group, The Ethical Spirits & Co., デジキュー, TORAIZ, 株式会社一家ダイニングプロジェクト

フィンテック - 不動産テック

RESIDENCE TOKYO, リノベる。, LEEWAYS, SIRE, milize, SYLA Holdings, bitFlyer, TakeMe, Quants, IMPACT CIRCLE, Global Link Management, LENDY, ele-style, Wakuwaku, SPACE AGENT, Phil Company, Inc., Warranty technology, Wine Bank, FANTAS, Actec Asset Management Co.,Ltd

HR- 人材-教育関連

ROXX, Refcome, 地球人.jp, HANDICAP CLOUD, INBOUND TECHNOLOGY, TWOSTONE & Sons, LEADING MARK, Mental Health Labo, HRCLOUD, HALLHEART, flamingo, Life is Tech!, DRIVER, Maple Systems, スタディポケット, Infratop, Edu Future, Take Action, Anotherworks

シェアリングエコノミー

SHARING TECHNOLOGY, unito, Audiostock, aliceSTYLE, Ancar, Laxus, nearMe., LIVERO, pickyou

DX

ROBOT PAYMENT, Mental Health Technologies, boost technologies, スポーツ, ORIGINAL Inc., KAKUCHO, HATCHWORK, bravesoft, Uniforce, Allm, BCC株式会社, Canly, CONOC, WELLNEST communications

その他 toB 向けサービス

MINKABU THE INFONOID, WILLs, SHIKIGAKU, TOKYO, WHITE HOLE, INBOUNDTECH, FUNDOM!, レトリバ, JX通信社, RECEPTIONIST, Talknote, コンテンツ, Tabi Life, UPSELL TECHNOLOGIES, ブルーリーフパートナーズ株式会社, Helpfeel, stayway, ENECLOUD, ALPACA.LAB, CLASS, ATOMica, YOUPACE, PathFinder, CasTech, REDCLIFF, BPOテクノロジー, QLEAN

その他 toC 向けサービス

FREE DOM, SPATIAL, MONOCO, HOGUGU, PROGRIT, TimeTree, Nagisa, naco-do, Nailie, LANIMAL, 4コマgram, GRAND DESIGN, OPENREC, ORIGINAL LIFE,INC., X-mobile, 交換できるくん, SPORTS CROWN, LASTONEMILE

Most Recent IPOs Invested In

Supporting corporate growth through capital and PR/IR (total of 33 IPOs).

Date of listing	Company name	Current market
Mar. 31, 2016	AirTrip Corp.	TSE Prime Market
Nov. 18, 2016	Phil Company, Inc.	TSE Standard Market
Dec. 20, 2016	Renet Japan Group, Inc.	TSE Growth Market
Aug. 3, 2017	SHARINGTECHNOLOGY INC.	TSE Growth Market
Dec. 12, 2017	Ikka Holdings Co., Ltd.	TSE Standard Market
Dec. 13, 2017	Global Link Management Inc.	TSE Prime Market
Dec. 11, 2018	PIALA INC.	TSE Standard Market
Feb. 22, 2019	SHIKIGAKU. Co., Ltd.	TSE Growth Market
Mar. 19, 2019	MINKABU THE INFONOID, Inc.	TSE Growth Market
Jun. 21, 2019	Branding Technology Inc.	TSE Growth Market
Jun. 25, 2019	infoNet inc.	TSE Growth Market
Oct. 8, 2019	AI CROSS Inc.	TSE Growth Market
Dec. 17, 2019	WILLs Inc.	TSE Growth Market
Dec. 18, 2019	BuySell Technologies Co., Ltd.	TSE Growth Market
Mar. 26, 2020	Cyber Security Cloud, Inc.	TSE Growth Market
Jul. 7, 2020	TWOSTONE&Sons	TSE Growth Market
Sep. 28, 2020	Headwaters Co., Ltd.	TSE Growth Market

Date of listing	Company name	Current market
Dec. 18, 2020	Inbound Tech Inc.	TSE Growth Market
Dec. 23, 2020	Koukandekirukun, Inc.	TSE Growth Market
Jun. 29, 2021	Waqoo, Inc.	TSE Growth Market
Jul. 6, 2021	BCC	TSE Growth Market
Sep. 28, 2021	ROBOT PAYMENT INC.	TSE Growth Market
Sep. 28, 2021	Livero Inc.	TSE Growth Market
Nov. 24, 2021	Last One Mile Co., Ltd.	TSE Growth Market
Mar. 28, 2022	Mental Health Technologies Co., Ltd.	TSE Growth Market
Apr. 4, 2022	SecondXight Analytica, Inc.	TSE Growth Market
Sep. 29, 2022	PROGRIT Inc.	TSE Growth Market
Mar. 31, 2023	SYLA Technologies Co., Ltd.	NASDAQ
Jun. 29, 2023	W TOKYO INC.	TSE Growth Market
Nov. 22, 2023	VALUE CREATION Co., Ltd.	TSE Growth Market
Mar. 26, 2024	HATCHWORK CO.,LTD.	TSE Growth Market
Sep. 25, 2024	ROXX, Inc.	TSE Growth Market
Jul. 24, 2025	Fuller, Inc.	TSE Growth Market

Consolidated Statement of Profit and Loss

(million JPY)	FY '25 1H	FY '26 1H	Difference	YoY Change
Net sales	27,385	29,749	+2,363	108.6%
Gross profit	17,894	20,402	+2,507	114.0%
EBITDA	2,624	4,381	+1,757	167.0%
Operating profit	2,069	3,730	+1,660	180.2%
Ordinary income	2,000	3,910	+1,910	195.5%
Profit before income taxes	1,964	3,836	+1,871	195.2%
Profit attributable to owners of parent	1,019	1,765	+746	173.2%

Consolidated Balance Sheet

(million JPY)	FY '25 Year End	FY '26 1H End	Difference	YoY Change
Total assets	42,881	48,357	+5,475	112.8%
Cash and deposits	17,125	22,666	+5,541	132.4%
Goodwill	2,976	4,483	+1,506	150.6%
Operational investment securities + investment securities	3,125	3,414	+289	109.3%
Other	19,653	17,792	-1,861	90.5%
Total liabilities	21,544	25,333	+3,789	117.6%
Borrowings ＋ bonds	10,514	13,890	+3,375	132.1%
Other	11,029	11,443	+414	103.8%
Net assets	21,337	23,023	+1,686	107.9%

Medium-term Profit Plan

Medium-term Profit Plan

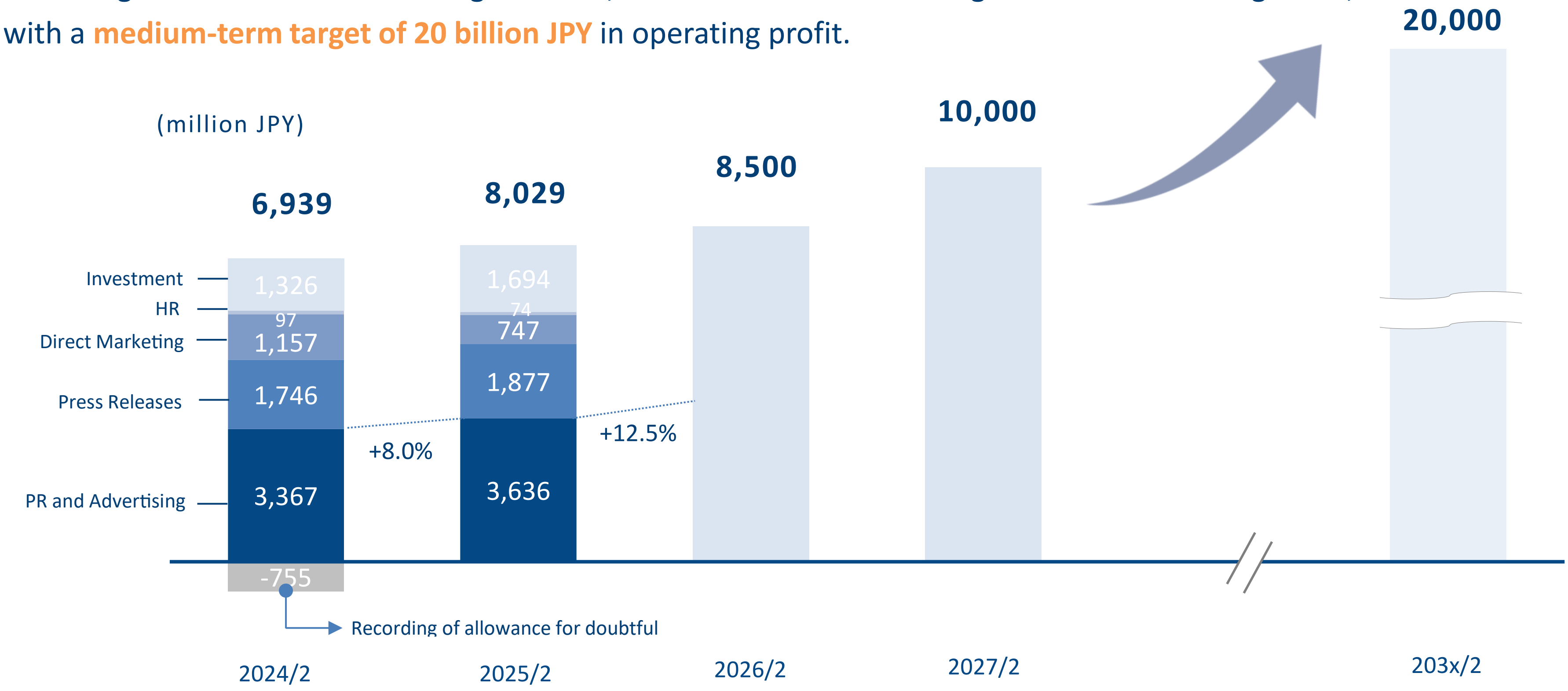
Medium-term Profit Plan (million JPY)	FY ‘24 (Results)	FY ‘25 (Results)	FY ‘26 (Targets)	FY ‘27 (Targets)
Operating Profit	6,939	8,029	8,500	10,000
(for reference) EBITDA*	7,994	9,148	9,400	10,900

- Operating profit originally planned for FY2025 and FY2026 are now targeted for FY2026 and FY2027, respectively, reflecting a one-year delay.
- We will continue to keep **ROE above 25%**, while taking into consideration our financial soundness.
- The dividend policy is to return profits to shareholders based on a **consolidated payout ratio of 30%** or higher.

* EBITDA = Operating profit + Depreciation + Amortization of goodwill

Medium-term Profit Plan Progress by Segment

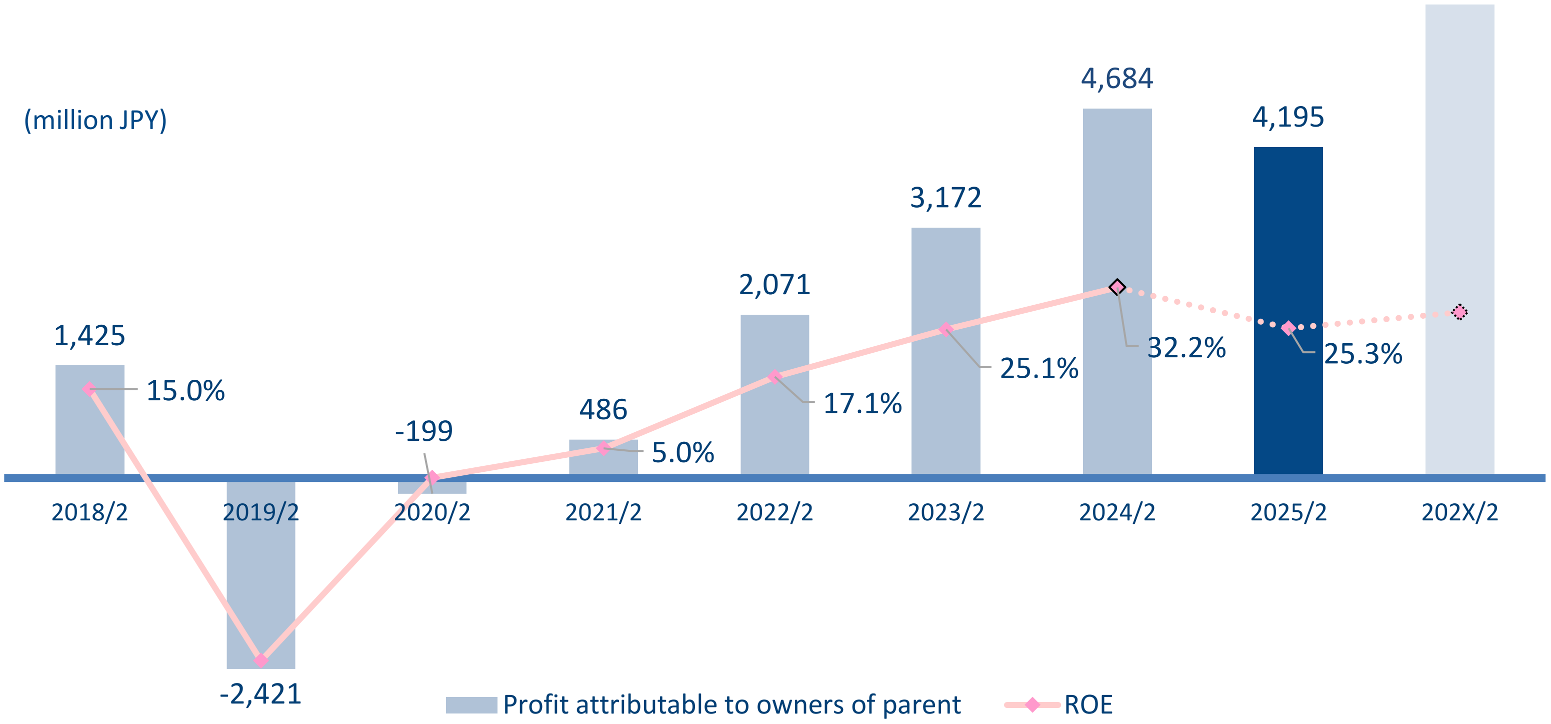
Centering on the PR and Advertising Business, we aim to achieve both organic and non-linear growth, with a **medium-term target of 20 billion JPY** in operating profit.



Note: The segment of INFLUENCER BANK has been changed from Direct Marketing to PR and Advertising from 2Q FY2025.

ROE and Profit Attributable to Owners of Parent

Our policy is to keep **ROE above 25%**



Capital Allocation

Cash provided by operating activities will be allocated to investments for growth and shareholder returns.

Generation of capital and funds

Achieve sustainable growth in each business

Profit growth in each business

- PR and Advertising: Profit growth as a core business
- Press Releases: Profit growth through continued investment
- D2C: Profit growth driven by disciplined investment
- HR: Investment in growth driver JOBTV
- Investment: Profit derived from unique ability to find projects

Corporate value improvement cycle

Effective utilization of capital and funds

Growth investments

- New business: Making investments in startups and conducting M&A

Shareholder returns

- Returning profits with a target consolidated payout ratio of 30% or higher

Development of a business portfolio for sustainable growth

Ensuring financial soundness
Equity ratio of at least 35%

\+

ROE improvement
ROE of at least 25%

\+

Sustainable growth
Operating profit of 20 billion JPY

Company Strategy

Aiming to Move from No. 1 in Asia to No. 1 in the World in PR Industry

Further expand domains

PR market in Japan worth 150 billion JPY

Targeting an advertising market worth 7 trillion JPY

Decline in TV commercials

Disruption of online advertising by AI

Advertising industry also facing a period of transformation

New infrastructure for an industry that spreads the word

Short Video

VECTOR goes all in on the Short Video market

PR × Short Video

Leading with a Short Video makes it possible to spread the word speedily at a low cost

Becoming a Fast Company in Advertising Industry

Aiming to become the world’s fastest and most efficient company in spreading the word

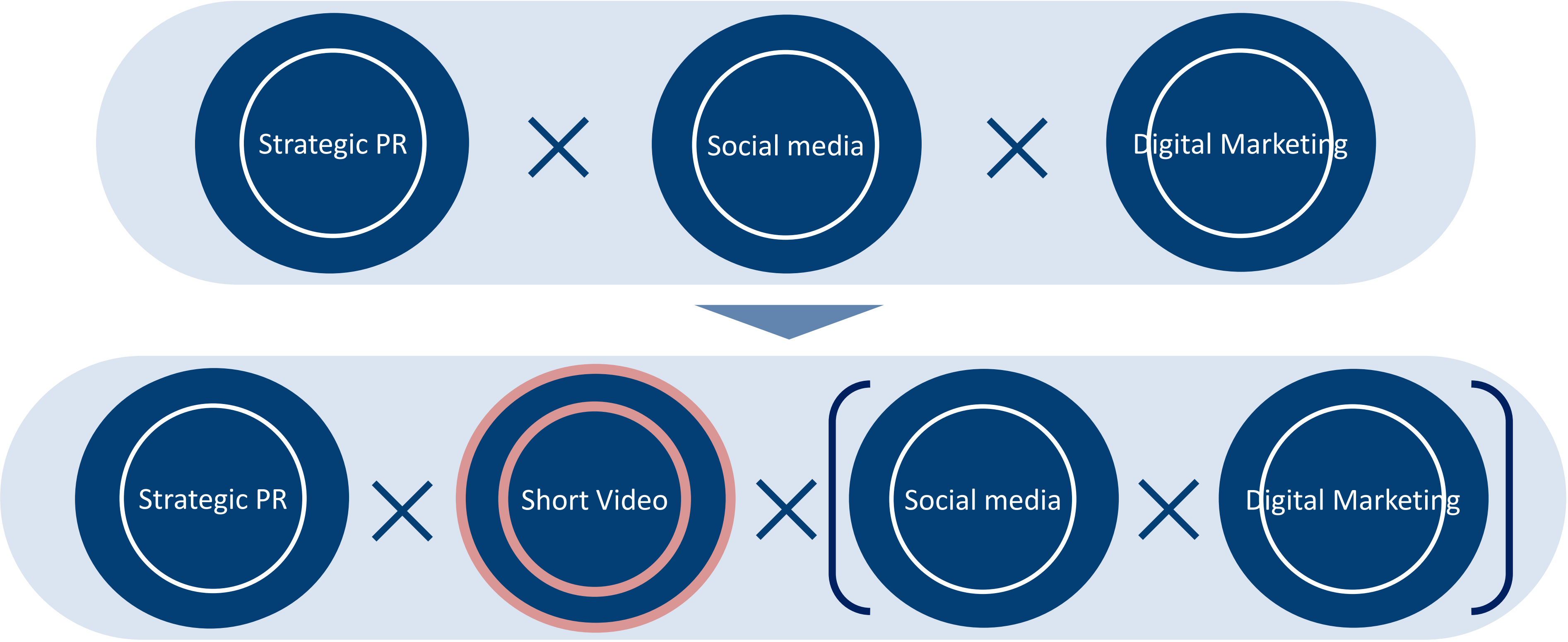
“Low Cost” “Middle Quality” “Speedy”

Revolutionizing the advertising industry as UNIQLO did fashion, Nitori did furniture, and ZARA became a trend setter

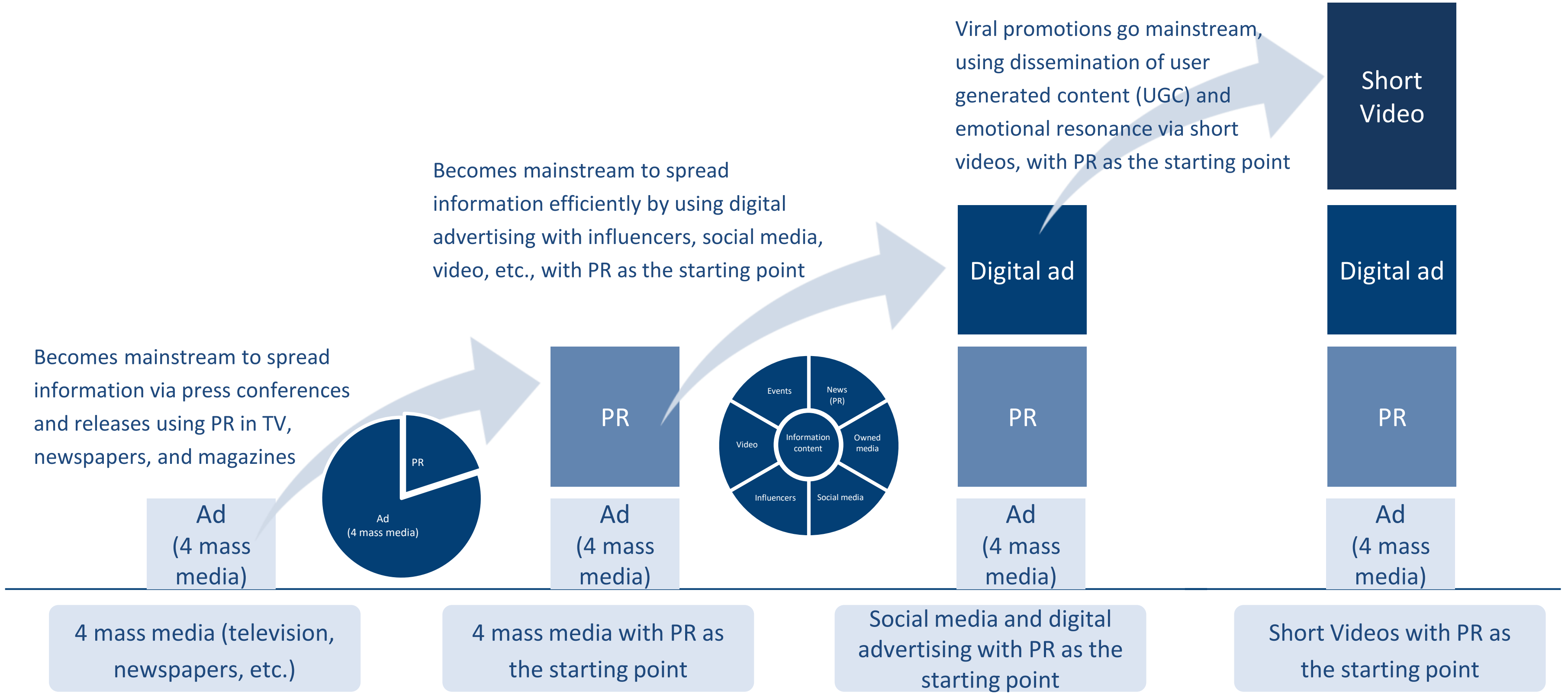
Medium-term Initiatives to Strengthen the FAST COMPANY Concept

Accelerating the integration of PR, which drives consumer awareness, with digital marketing that supports their purchasing decisions

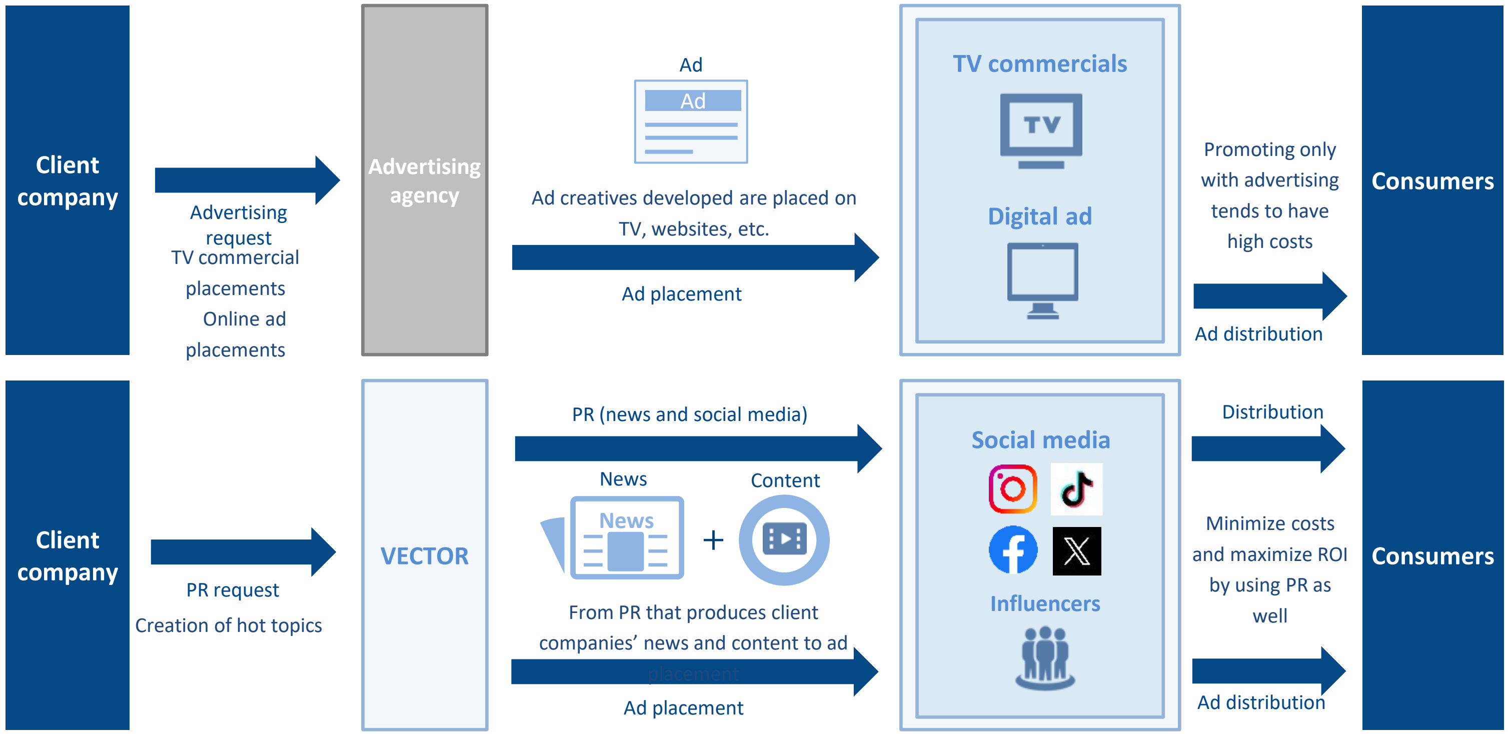
Enhancing social media and **Short Video service functions**, as they rapidly gain a greater share of consumers' disposable time



An era of rapid dissemination via Short Videos, with PR as the starting point



Advertising agencies spread the word using advertising, while VECTOR spreads the word using news, social media, and more



What are Short Videos: Media

Short Videos are short vertical videos that typically run for 15 to 60 seconds
Representative platforms include TikTok, Instagram Reels, and YouTube Shorts

▼Short Video media

TikTok Shorts Instagram X

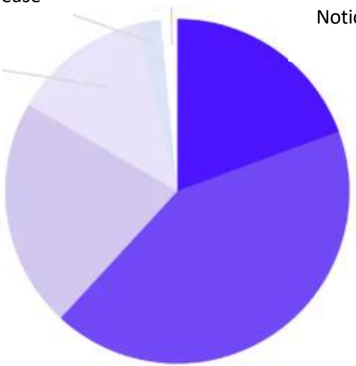
▼ Trend in number of TikTok users

2023
Number of
users in Japan
17 million

2025
Number of users in Japan
33 million

Total Google searches are declining due to the impact of AI Overviews (AIO)

Q. From March 2025 onward, have you noticed a change in traffic from natural searches to your company website due to impact of AI Overviews?



Approx. 60% (61.9%) of respondents indicated a decrease
Approx. 20% (15.1%) of respondents indicated an increase

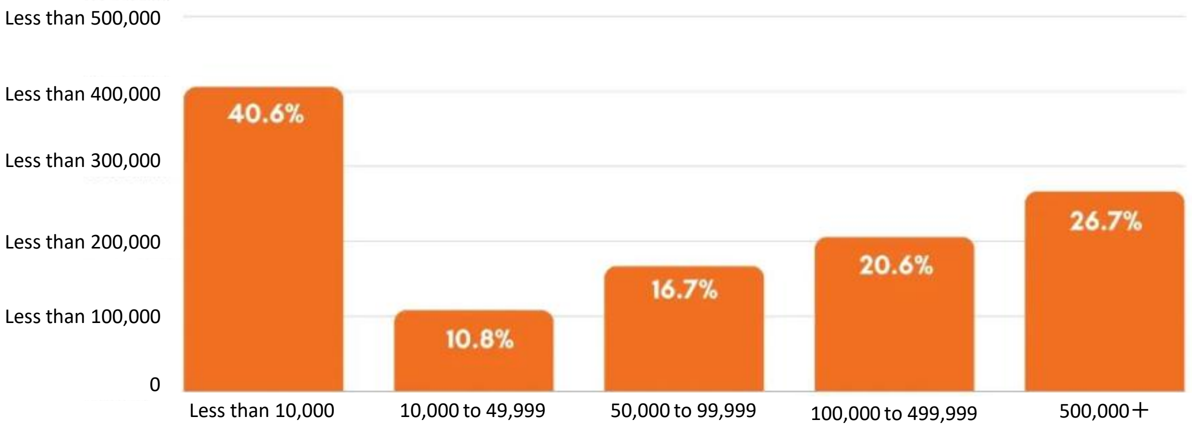
Pointed out that traffic to their websites from Google searches has decreased dramatically and the threat will grow larger with the introduction of AI Overviews.

Change in the world order and demise of Google searches brought about by AI searches.

Pew Research announced results of analysis indicating that the click rate on external links in Google AI Overviews has decreased by half.

In the U.S., where the degree of influential power is no longer directly correlated to the number of followers, a performance-based compensation model tied to view counts, not payment per follower, is becoming the mainstream

Q Roughly how many followers did influencers whose introductions resulted in the purchase of a product have? (Single response)



The reason for purchasing is nano-influencers with less than 10,000 followers

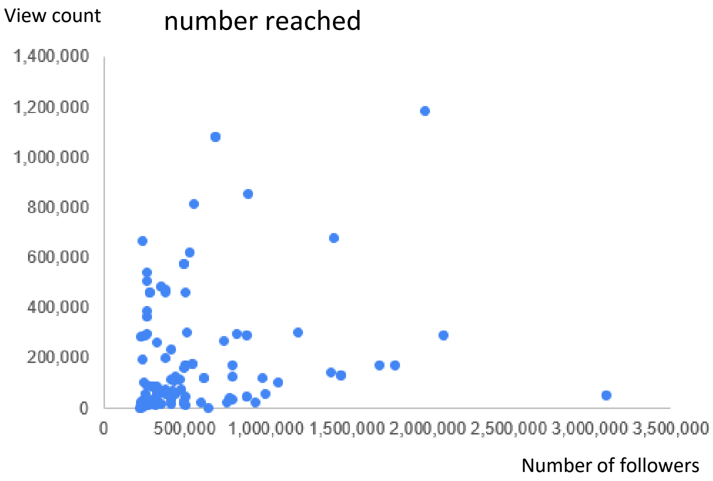
Source: Talent vs. Influencer, Who Has the Most Influence? Boku to Watashi and, Inc. Awareness survey on “degree of influence” targeting Gen Z and Millennials https://boku-to-watashi-and.com/z-category1_detail/zview-article021 (in Japanese only)

Underlying Factor 3: Toward an Era of Nano-Influencers

While influencers only reach around 35% of followers, the view count for UGC will grow if it plays into the algorithm, regardless of the number of followers

Reaching only around 35% of followers

Scatter diagram of the number of followers and number reached



VECTOR event-related media: TreSta

Example: PR x Short Video agency

Developed information to generate buzz on social media from context development that highlights the appeal of Jin Den Rou

PR plus Short Video measures contributed to a substantial increase in sales

Context development	Information development	PR plus Short Video

Context development

Issue: Increasing awareness and contributing to sales in Japan

There is confusion between Jin Den Rou and its competitor in the Japanese market

One of Taiwan's three most famous Xiao Long Bao dumplings

A wide variety of Xiao Long Bao dumplings /dim sum

Information development

Created "Dim Sum twin tower" content from social media trends

PR plus Short Video

https://www.tiktok.com/@koji_gourmet/video/7419228049616538898

https://www.tiktok.com/@greenmascot/video/7419262259358207250

https://www.tiktok.com/@tokyopresso.jp/video/7419245458071047432

Collaboration with Top Social Media Creators on Development of Social Media-like Content

We will expand collaboration with top social media creators and develop social media-like content in addition to tie-ups.

gracemode

Other M&A planned

+

Short Video marketing measures → Dissemination

Operation of / Interviews with Short Video neutral media

Operation of neutral media for Short Videos promoting client products. Firmly established Japan's largest Short Video media network.

縦型動画取材班

VECTOR CREATORS LABO

Subscription-based influencer casting

Operation of a subscription-based creator casting platform. Also partnering with HERO'ZZ, a school for social media skills.

Platform

インフルエンサーワークス

Social media school

HERO'ZZ

Third-party streaming by brand influencers

Operation of neutral media for Short Videos promoting client products. Firmly established Japan's largest Short Video media network.

Starbank

Operation of in-house social media accounts

With the rise of TikTok and Instagram reels, more companies are starting to manage their own social media. Our unique expertise and production support ensure highly reproducible management.

縦型動画works

Tool

2ndBuzz

Pay-per-view platform

The world has moved on from the traditional, follower-oriented casting era. To address the new, content-driven era, we have launched an advertising ordering system that charges by the number of views.

タテガタ

Short Video ad production

Creative production utilizes Short Video trends and works backward from the latest acquisition data.

Ad retargeting

Pro

Content advertising

SNSショートドラマPR

TikTok Commerce support

Concluded exclusive contract with one of the largest affiliate platforms in China, Redu. This enables VECTOR to leverage Redu's extensive expertise to provide comprehensive support for Japanese companies and creators in maximizing their use of TikTok Shop.

ライブコマース

热度电商 REDU E-COMMERCE

Reach guarantee or clip dissemination packages

Provision of services that complement the dissemination of created content. "First Brand Recall-kun" guarantees reach. "Clip Squad" is a team that clips and disseminates video.

第一想起取れるくん

Clip Squad

+ additional initiatives

TikTok Shorts REELS

Powerful algorithms

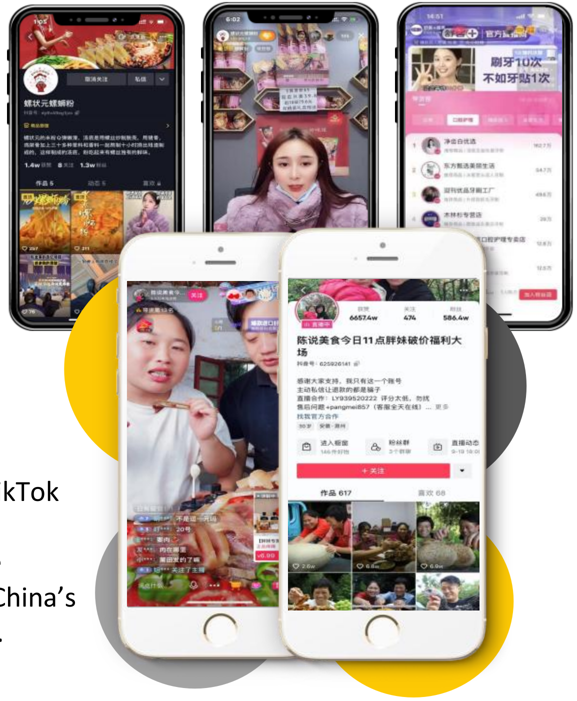
热度电商 REDU E-COMMERCE is the No. 1 affiliate provider certified by the Chinese version of TikTok Shop*.
The company boasts the largest gross merchandise value (GMV) of any affiliate platform provider.

TikTok Shop

Registered manufacturers	Products handled	Key opinion leaders (KOLs)
400k+	1.5m+	800k+

Items ordered per day	Buyers per day
2.8m	30k

*"Chinese version of TikTok Shop" is a colloquial expression and more accurately refers to China's Douyin E-Commerce.



live commerce Inc. (Established April 2025)

Short Video platform TikTok announced the Japan market launch on June 30.

live commerce Inc. launched activities as a subsidiary specializing in providing comprehensive support services for the in-app shopping functionality TikTok Shop

TikTok Shop

热度电商 REDU E-COMMERCE

ライブコマース

Three key strategies

- **Entry of 400,000 Chinese manufacturers to the Japanese market**
- **Introduce cutting-edge expertise (SaaS) for TikTok Commerce**
- **Provide Chinese cutting-edge technology to Japanese brands**

Store operation support business

■ **Manufacturer store operation agency**

・Product to customer management
・Sales strategy planning
・Sales promotion planning
・KPI management
・Competitive analysis

Creator support business

■ **Creator support**

- Creator and KOL management support
- Casting
- Matching assignment

Marketing support business

■ **Specialty stores**

- Test marketing plan provision

■ **Marketing agency**

- Live commerce agency
- Affiliate matching
- Short Video production

Domains for service provision from establishment

Cross-border business

■ Cross-border specialty store operation

- Chinese manufacturer product provision plan
- Test marketing plan provision

■ Support for entry to Japan

- Company registration support
- Sales channel development support

Solution business

■ Sales support solutions

Plans are being formed to develop affiliate matching and data analysis solutions.
Note: Via collaboration with partners

Domains for future development

vector

The purpose of this document is to provide information on our financial results and does not constitute an offer to sell or solicitation of an offer to purchase any investment security issued by VECTOR. The information and outlook contained in this document have been compiled on the basis of the latest information available at the time of preparation and includes the opinion of management. VECTOR therefore provides no guarantee as to the accuracy of this information and advises that actual performance and results may differ from forward-looking statements due to various factors.