July 10, 2026

To whom it may concern,

Company name:	Atrae, Inc.
Representative:	Yoshihide Arai, President and CEO
	(Stock Code: 6194 TSE Prime Market)
Contact:	Hidekazu Suzuki, Director CFO

Notice Regarding Update on Initiatives for Management Conscious of Cost of Capital and Stock Price

Atrae, Inc. (the "Company") has disclosed, through its financial results briefing materials, its analysis of the current situation, policies, and specific initiatives regarding management conscious of cost of capital and stock price. The Company hereby announces that its Board of Directors, at a meeting held on July 10, 2026, updated the content of these disclosures. For details, please refer to the attached materials.

Notes: This is an English translation of the captioned release. This translation is prepared and provided for the purpose of the reader's convenience. All readers are recommended to refer to the original version in Japanese of the release for complete information.

Wevox's growth strategy and capital policy

Growth strategy

FY2026 forecasted sales for Wevox of 4,125 million yen are on track to be achieved (YoY growth rate : +30.8%)

- A vertically integrated platform driven by unique, proprietary data, providing end-to-end support for real-world execution going beyond the capabilities of generative AI. By providing unique value that cannot be replaced by generative AI, the forecasted sales for the current fiscal year of 4,125 million yen are expected to be achieved.

Wevox's sales growth rate target for FY2027 is +30% or more YoY

- SMBC Group executives and employees will approach 50,000 clients nationwide based on their experiences as Wevox users. Outbound sales by more than 100 sales offices in Tokyo, Nagoya, and Osaka.
- Starting with the establishment of the new joint venture, the company plans to expand its AI agent business into frontline environments such as factories. By extending Wevox's target market to deskless workers, who make up the majority of the workforce, this initiative is envisioned as the next growth driver.

Capital policy

Current Status	● Sufficient equity capital to realize future growth investments ● Achieve profitability that exceeds the cost of capital
Policy	● Balance growth investments that contribute to increasing corporate value with shareholder returns ● Target level of ROE/ROIC is 20% or more (*1) (*2) FY2025 (Actual) ROE 26.0% / ROIC 25.7% FY2026 (forecast) Both ROE and ROIC are at 20% or higher Exceeding the Prime Market's average ROE for all industries (9.26%) and average ROE for non-manufacturing industries (10.45%) (*3) ● Pursue optimal capital structure while securing funds for growth through effective use of debt Aim to reduce the cost of capital and sustainably improve ROE/ROIC
Initiatives	● While advancing growth investments, enhance shareholder returns and improve capital efficiency through continuous dividends and the acquisition / cancellation of treasury shares. ● Total payout ratio : FY2025 154.7% / FY2026 138.7% (forecast) ● Dividend payout ratio : FY2025 62.8% / FY2026 83.6% (forecast) ● Dividend per share : 34 yen for FY2026 (an increase of 19 yen from the initial dividend of 15 yen announced in May 2024)

(*1) ROE: net income÷equity (*2) ROIC: NOPAT(operating profit×(1－effective tax rate 30.62%))÷(equity＋interest-bearing debt)

[a] equity: net assets－share acquisition rights [b] equity and interest-bearing debt: average at the beginning and end of the period

[c] equity (FY2026): net assets (FY2025)－share acquisition rights (FY2025)＋net income (FY2026)－total cash dividends (FY2025)+Total RS Issued (FY2026)－total share repurchases (FY2026)

(*3) Excerpt from Japan Exchange Group, Inc.'s "Financial Results Summary" for fiscal year 2024 (April 2024 to March 2025). Financial institutions, companies with irregular fiscal years, and newly listed companies are excluded from the tabulation target.

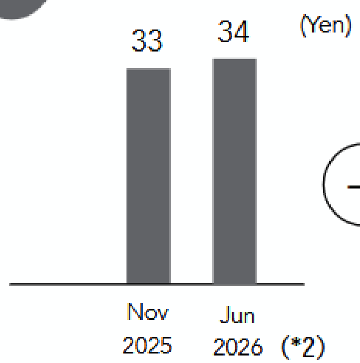
Expansion of shareholder benefit program

In addition to continuous dividend increases and the acquisition / cancellation of treasury shares, introduced and expanded the shareholder benefit program.
Maximize shareholder value through multi-layered shareholder returns and the shareholder benefit programs.

FY2026

Total payout ratio
138.7% (*1)

1 Dividends per share



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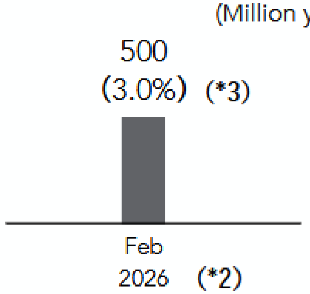
2 Share acquisition and cancellation



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3 Shareholder benefit program (before expansion)

- Starting at the end of October 2026
- No continuous holding period requirements for the first year.
- Points can be exchanged for electronic money, products, and other items on the dedicated website. (*4)

Number of shares held	Number of shareholder benefit points	Dividend Yield	Shareholder Benefit Yield	Total Yield
2,000~	30,000pt		~2.1%	~6.8%
1,500~	25,000pt		~2.3%	~7.1%
1,000~	12,000pt		~1.7%	~6.4%
900~	8,000pt	4.7%	~1.2%	~6.0%
800~	8,000pt		~1.4%	~6.1%
700~	8,000pt		~1.6%	~6.3%
600~	5,000pt		~1.2%	~5.9%
500~	3,000pt		~0.8%	~5.6%

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3 Shareholder benefit program (after expansion)

- Expanded shareholder benefit points.
- Other terms (start date, holding period restrictions, exchange options, etc.) remain as current.

(*5)

Number of shares held	Number of shareholder benefit points	Dividend Yield	Shareholder Benefit Yield	Total Yield
2,000~	65,000pt		~4.5%	~9.3%
1,500~	48,000pt		~4.5%	~9.2%
1,000~	30,000pt		~4.2%	~8.9%
900~	20,000pt	4.7%	~3.1%	~7.8%
800~	20,000pt		~3.5%	~8.2%
700~	20,000pt		~4.0%	~8.7%
600~	10,000pt		~2.3%	~7.1%
500~	10,000pt		~2.8%	~7.5%

(*1) Total payout ratio is a forecast as of July 10, 2026. (*2) Date of Board of Directors' resolution (*3) ( ) indicates the percentage of total number of shares outstanding.
(*4) Points can be exchanged for electronic money at a rate of 1 point = 1 yen. (For details, please refer to the "Notice Regarding Change (Expansion) of Shareholder Benefit Program" dated July 10, 2026.)
(*5) Each yield is calculated based on the closing price of 718 yen on July 7, 2026. (Actual yields may vary from the levels indicated depending on future stock price fluctuations.)