July 31, 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 the Revision of Full-Year Financial Forecast and Dividend Forecast (Dividend Increase) for the Fiscal Year Ending September 30, 2026

Atrae, Inc. (the "Company") hereby announces that the Board of Directors, in a resolution dated July 31, 2026, determined to revise the full-year financial forecast and the dividend forecast for surplus per share with a record date of October 31, 2026 (Notes 1) for the fiscal year ending September 30, 2026 (October 1, 2025 to September 30, 2026), which was announced on June 10, 2026, as follows.

1. Revision of the financial forecast

(1) Revision of full-year financial forecast for FY2026 (October 1, 2025 to September 30, 2026)

| | Net sales | Operating profit before share-based payment expenses | Operating Profit | Ordinary Profit | Profit | Earnings per Share |
|---|---|---|---|---|---|---|
| Previous forecast (A) | Million yen<br>8,600 | Million yen<br>1,586 | Million yen<br>1,300 | Million yen<br>1,243 | Million yen<br>908 | Yen<br>40.69 |
| Revised forecast (B) | 8,250 | 1,686 | 1,400 | 1,336 | 966 | 43.29 |
| Variance in amount (B-A) | -350 | 100 | 100 | 93 | 58 | — |
| Variance in percentage (%) | -4.1 | 6.3 | 7.7 | 7.5 | 6.4 | — |
| (For reference)<br>Results for FY2025 | 7,634 | 2,173 | 1,853 | 1,812 | 1,171 | 49.34 |

(2) Reason for the revision

With a view to achieving sustainable sales growth (CAGR of over +30%) from the fiscal year ending September 30, 2027, onward, the Company has positioned the fiscal year ending September 30, 2026, as a fiscal year for executing strategic investments. These investments include the development of new features for Wevox, advertising expenses for Green and Wevox, and human capital investments associated with raising employee salary levels, boosting productivity through the use of generative AI, and promoting disciplined hiring.

Regarding net sales for the current fiscal year, while Wevox continues to achieve steady growth toward reaching business sales of 4,125 million yen, the results of product improvements for Green fell short of expectations. Consequently, the Company has decided to downwardly revise its full-year net sales forecast from the previous forecast.

On the other hand, regarding profits, overall profitability improved significantly as Wevox acquired more orders than expected through SMBC Wevox, Inc., which boasts a high operating profit margin. Furthermore, while steadily executing strategic investments, efficient spending allowed us to keep expenses lower than initially anticipated. As a result of the above, the Company has decided to further upwardly revise its full-year forecasts for each profit line item from operating profit before share-based payment expenses downward, as well as earnings per share, from the previous forecasts.

As a result of this revision, the Company's return on equity (ROE) for the fiscal year is projected to surpass the previously announced target of 20%. The Company will continue to strive for sustainable growth while maintaining high capital efficiency.

2. Revision of the dividend forecast (dividend increase)

(1) Description of modifications

| | Annual dividends per share (yen) | | |
|---|---|---|---|
| | Second quarter-end | Fiscal year-end | Total |
| Previous forecasts | | 34.00 | 34.00 |
| Revised forecasts | | 37.00 | 37.00 |
| Actual results for the current fiscal year | 0.00 | | |
| Actual results for the previous fiscal year (Fiscal year ended September 30,2025) | 0.00 | 31.00 | 31.00 |

* The above dividend forecast is based on information currently available to the Company and certain assumptions deemed reasonable, and the actual dividend amount may differ from the forecast due to various factors.

(2) Reason for the revision

The Company recognizes that returning profits to shareholders is an important management issue. The Company's basic policy is to continue to pay dividends based on comprehensive consideration of the Company's operating results and financial position for each fiscal year, while making investments for the early development of new businesses, business expansion, and improvement of business efficiency.

Based on the above basic dividend policy and the revision of full-year financial forecast for the fiscal year ending September 30, 2026, the Company has revised the dividend to 37 yen per share, an increase of 3 yen per share, in order to further enhance shareholder returns, taking into comprehensive consideration of the operating results, financial position, dividend yield, and other factors for the current fiscal year. With this revision, the dividend payout ratio for the current fiscal year is expected to be 85.5%.

Notes 1: Record date for dividends

Although the Company’s fiscal year ends in September, the record date for voting rights at the General Meeting of Shareholders and the record date for dividends have been changed from the end of September to the end of October in order to appropriately set the timing of the General Meeting of Shareholders and thereby promote constructive dialogue with shareholders. Going forward, the Company plans to hold the General Meeting of Shareholders in January of each year, with a policy of submitting the Annual Securities Report at least three weeks prior to the General Meeting of Shareholders.

Furthermore, for details regarding the background and purpose of changing the record dates for voting rights at the General Meeting of Shareholders and for dividends, please refer to the "Supplemental Explanation Material regarding the "Notice of Partial Amendment to Articles of Incorporation" publicly announced on November 13, 2025" dated November 17, 2025.

Notes 2: Forward-looking statements, including the financial forecasts stated in this material, are based on information currently available to the Company and certain assumptions deemed reasonable. Results may differ materially from the financial forecasts due to various factors.

Notes 3: 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.

(Reference)

For details regarding our future growth strategy and capital policy aimed at improving corporate value, please refer to the "Notice Regarding Update on Initiatives for Management Conscious of Cost of Capital and Stock Price" disclosed today.

# Revision of FY2026 Full-Year Forecast

**Green revised its sales target downward due to lower-than-expected results from product improvements.**

**Wevox continued its steady growth and is expected to achieve sales of 4,125 million yen.**

**Operating profit was revised upward as orders acquired through the highly profitable SMBC Wevox exceeded expectations.**

| (Million yen) | Revised Forecast FY2026 | Previous Forecast (Released on June 10, 2026) FY2025 | Variance | % | Compared to Previous Year FY2025 | Variance | % |
|---|---|---|---|---|---|---|---|
| **Sales** | 8,250 | 8,600 | -350 | -4.1% | 7,634 | +616 | +8.1% |
| Green | 4,086 | 4,430 | -344 | -7.8% | 4,425 | -339 | -7.7% |
| Wevox | 4,125 | 4,125 | +0 | +0.0% | 3,154 | +971 | +30.8% |
| Other | 39 | 45 | -6 | -13.3% | 55 | -16 | -29.1% |
| **Operating Expenses** | 6,850 | 7,300 | -450 | -6.2% | 5,781 | +1,069 | +18.5% |
| Cost of sales | 275 | 263 | +12 | +4.6% | 253 | +22 | +8.7% |
| Green Ad | 2,600 | 2,802 | -202 | -7.2% | 2,284 | +316 | +13.8% |
| Wevox Ad | 605 | 817 | -212 | -25.9% | 436 | +169 | +38.8% |
| Personnel Cost | 1,650 | 1,665 | -15 | -0.9% | 1,406 | +244 | +17.4% |
| (Share-based payment expenses) | (286) | (286) | (+0) | (+0.0%) | (320) | (-34) | (-10.6%) |
| Other | 1,720 | 1,753 | -33 | -1.9% | 1,402 | +318 | +22.7% |
| **Operating Profit** | 1,400 | 1,300 | +100 | +7.7% | 1,853 | -453 | -24.4% |
| (Operating profit before share-based payment expenses*) | (1,686) | (1,586) | (+100) | (+6.3%) | (2,173) | (-487) | (-22.4%) |
| **Operating Profit Margin** | 17.0% | 15.1% | - | +1.9pt | 24.3% | - | -7.3pt |
| (Operating profit margin before share-based payment expenses) | (20.4%) | (18.4%) | (-) | (+2.0pt) | (28.5%) | (-) | (-8.1pt) |
| **Dividend Forecast (per share)** | 37 yen | 34 yen | +3 yen | +8.8% | 31 yen | +6 yen | +19.4% |

* Operating profit before share-based payment expenses is the operating profit for financial accounting purposes plus the sum of share-based payment expenses of restricted stock and stock acquisition rights, which are non-cash expenses.

# Upward Revision of FY2026 Dividend Forecast

**Upward revision of the dividend forecast to 37 yen (an increase of 3 yen per share) to further enhance shareholder returns**

**Maintaining proactive shareholder returns by targeting a dividend of 37 yen or more in the next fiscal year FY2027 as well**

| | FY2023 (Actual) | FY2024 (Actual) | FY2025 (Actual) | FY2026 (forecast) |
|---|---|---|---|---|
| Total dividend amount (*1) | - | 504 million yen (21 yen per share) | 707 million yen (31 yen per share) | 825 million yen (37 yen per share) (*forecast) |
| Dividend payout ratio (*2) | - | 72.2% (*3) | 62.8% | 85.5% (*forecast) Prime Market all-industry average: 38.0% (*6) |
| The acquisition and cancellation of treasury shares | 999 million yen (May 2023) (*4) | 1,301 million yen (February 2024 486 million yen +August 2024 815 million yen) | 1,104 million yen (February 2025 459 million yen +August 2025 645 million yen) | 500 million yen (February 2026) |
| Total payout ratio (*5) | 298.9% (*3) | 246.4% (*3) | 154.7% | 137.3% (*forecast) |
| Shareholder Benefit Program | | | | Establishment and Expansion |

(*1) Total dividend amount: Dividend per share × Total number of shares outstanding 22,315,341

(*2) Dividend payout ratio: Dividends per share ÷ Earnings per share (*3) Figures for FY2023 and FY2024 are on a consolidated basis (*4) Date of Board of Directors' resolution

(*5) Total payout ratio: (Total dividend amount + Total amount of treasury shares acquired) ÷ Net income

(*6) Excerpt from Japan Exchange Group, Inc.'s "Financial Results Summary" for fiscal year 2025 (April 2025 to March 2026). Financial institutions, companies with irregular fiscal years, and newly listed companies are excluded from the tabulation target. Rounded to the nearest whole number based on the Prime Market all-industry average of 37.99%.