

May 21, 2026

To our Stakeholders

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Note: This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

## Summary of Monthly Business Results for April 2026

In April, face-to-face sales in the insurance agency business increased by 1% from the previous month and decreased by 8% from the same month last year. Collaborative sales increased by 9% from the previous month and increased by 111% from the same month last year. Non-face-to-face sales decreased by 12% from the previous month and decreased by 53% from the same month last year. As a result, total ANP increased by 2% from the previous month and increased by 4% from the same month last year.

The number of customers acquired through marketing, a leading indicator, increased by 73% from the previous month and increased by 164% from the same month last year. In addition, the cost per acquisition (CPA), which is the cost per customer acquired, decreased by 13% from the previous month and decreased by 52% from the same month last year, indicating improved marketing efficiency. For more details on improving marketing efficiency, please refer to the press release dated April 13, 2026, titled " Neuroscience × Generative AI Transform Business Models — Improving Sales KPIs with Next-Generation Marketing Methods —"

([https://www.advancecreate.co.jp/pdf/2026/20260413pressrelease\\_kpi\\_English.pdf](https://www.advancecreate.co.jp/pdf/2026/20260413pressrelease_kpi_English.pdf))

### 【Insurance Agency Business】

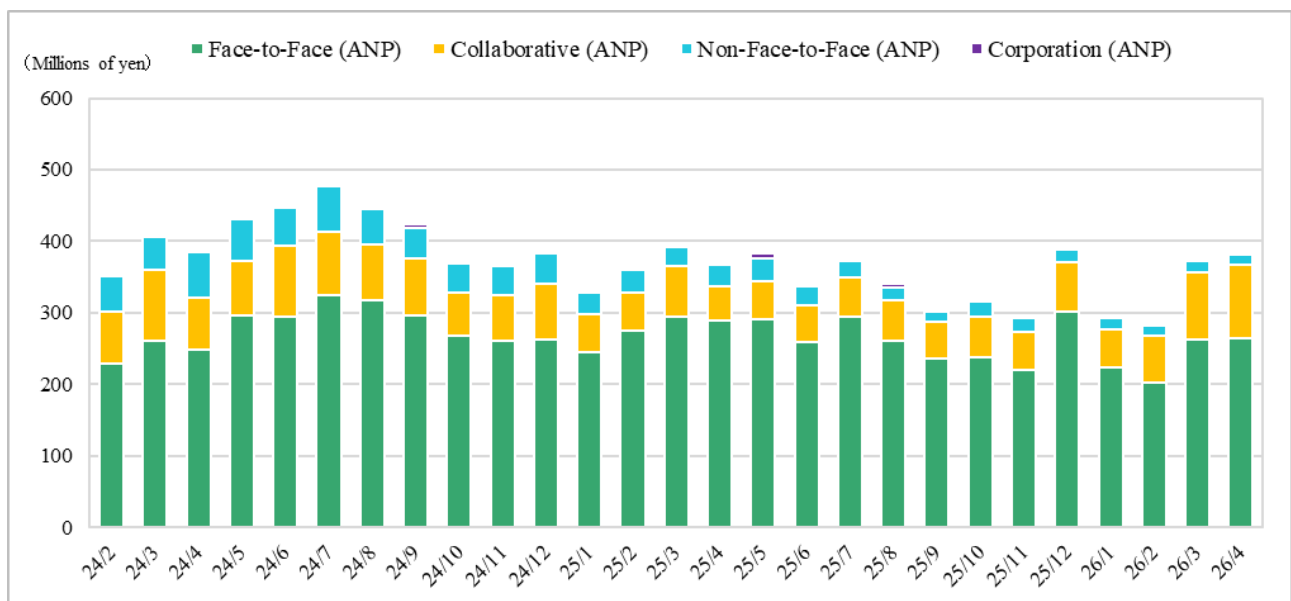
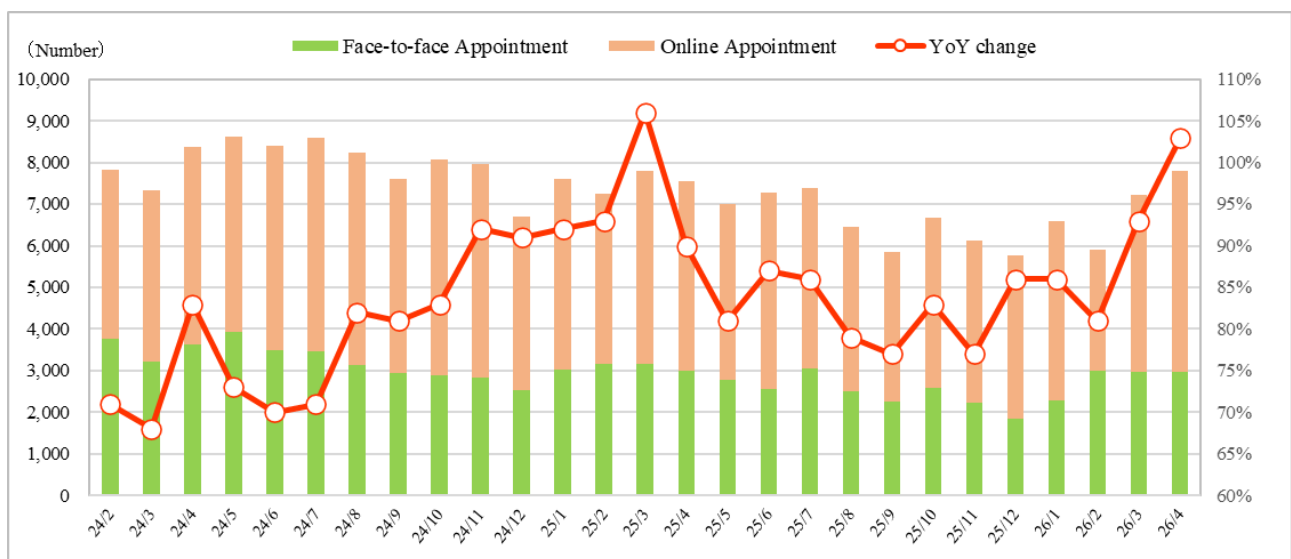
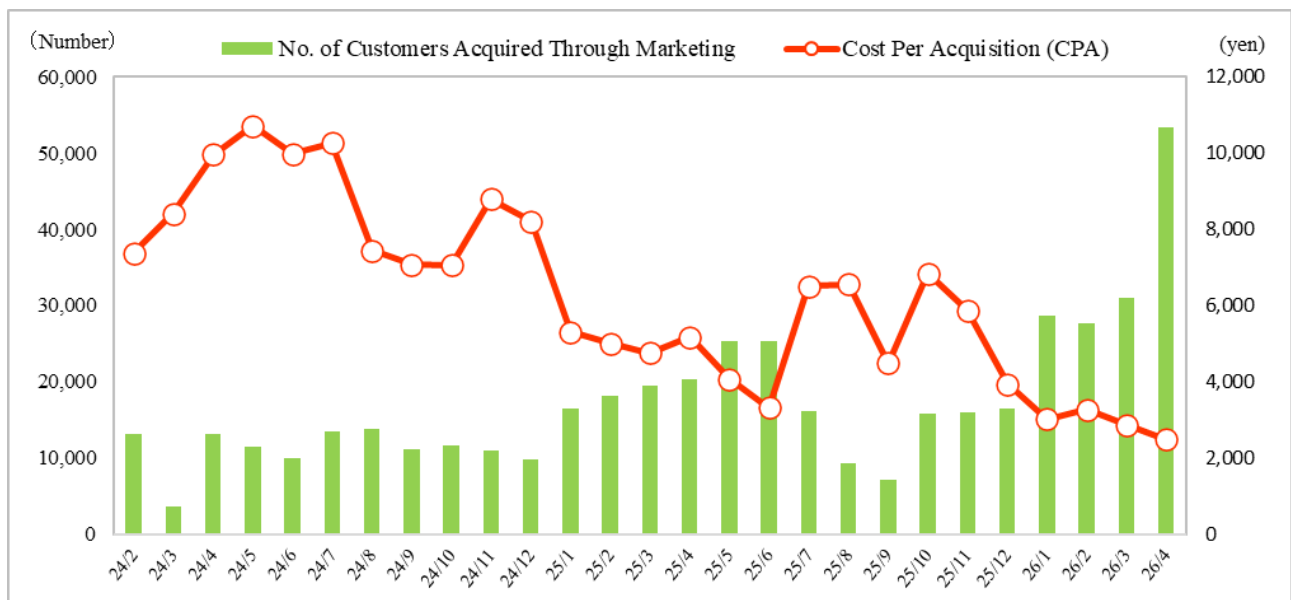
|                                                                | Application ANP                                    |                                                  |
|----------------------------------------------------------------|----------------------------------------------------|--------------------------------------------------|
|                                                                | Month-on-Month comparison<br>(% increase/decrease) | Year-on-Year comparison<br>(% increase/decrease) |
| Face-to-face sales (including online interviews)               | +1%                                                | -8%                                              |
| Collaborative sales                                            | +9%                                                | +111%                                            |
| Non-face-to-face sales(paper mail order and online completion) | -12%                                               | -53%                                             |
| Total ANP                                                      | +2%                                                | +4%                                              |

\*This summary of business results is a preliminary report.

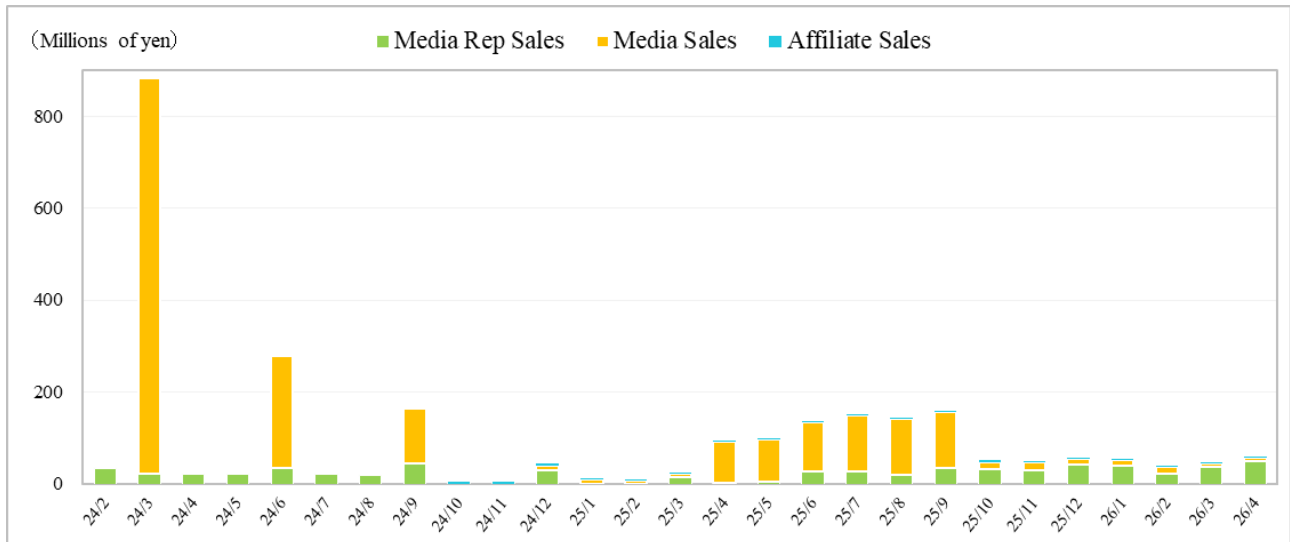
\*The "Corporation" column is not shown separately due to its extremely small share in the total. (Corporation sales is included in the "Total ANP".)

\*ANP refers to the annualized premium for new policies. In the case of a monthly premium of 5,000 yen, ANP is 60,000 yen. For insurance products with one-time payment, premiums are adjusted to an amount equivalent to ANP.

\* Application ANP relates to a contract on behalf of or mediated by the Company, and differs from the ANP actually contracted for.



## 【Media Business / Media Rep Business】



\*From October 2024, performance-based sales are included in media sales/media rep sales as affiliate sales.

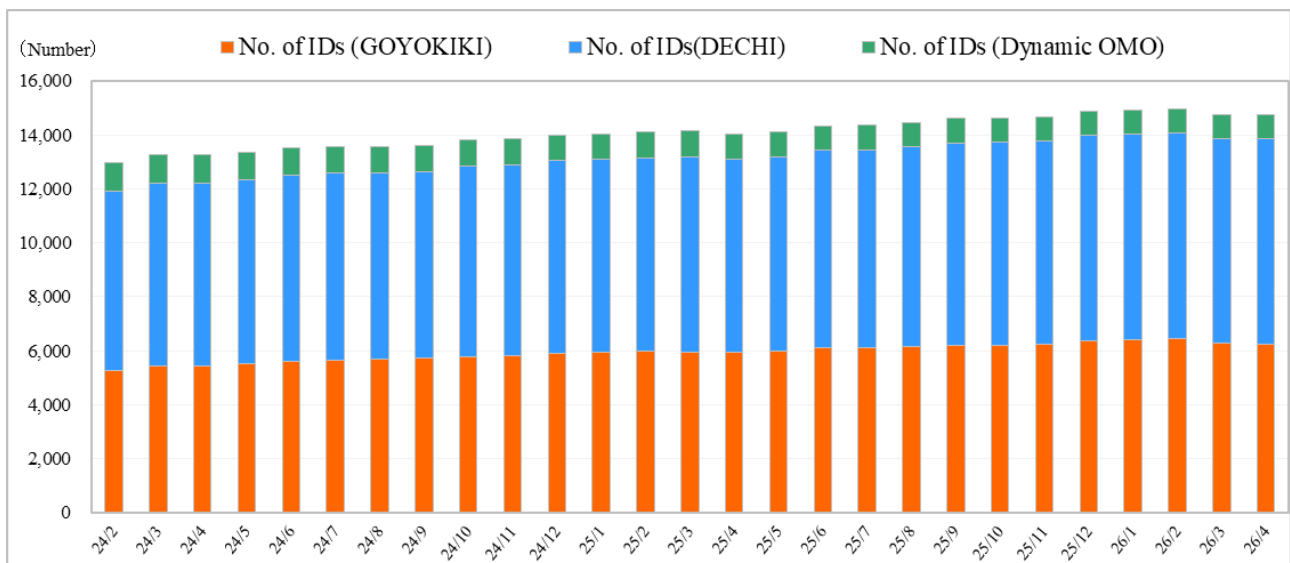
## 【ASP Business】

|             | Total number of IDs | Month-on-Month comparison<br>(Number of cases) | Year-on-Year comparison<br>(Number of cases) |
|-------------|---------------------|------------------------------------------------|----------------------------------------------|
| GOYOKIKI    | 6,256               | -26                                            | +307                                         |
| DECHI       | 7,599               | 0                                              | +447                                         |
| Dynamic OMO | 888                 | +1                                             | -67                                          |

\*Total number of IDs may vary due to retroactive applications and cancellations.

\*“GOYOKIKI” is a customer management system that we developed in 1999 and have been improving for over 25 years. We have been using this system for many years and have improved it from the user's point of view, and since 2018 we have been offering it to external parties at a low cost.

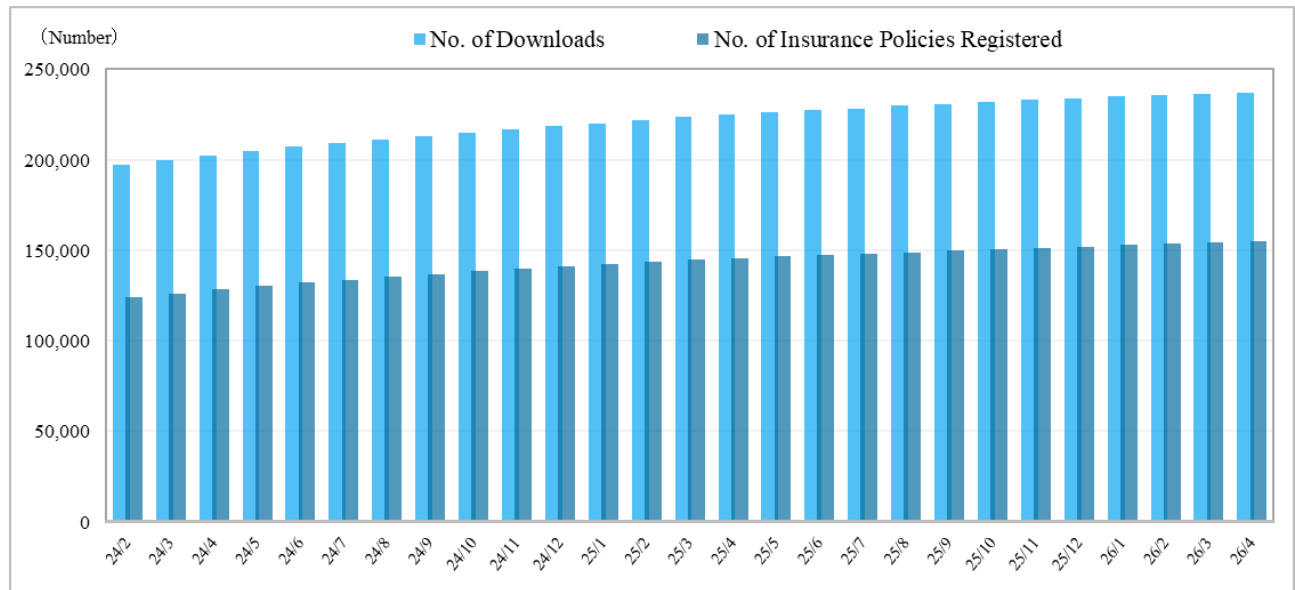
\*“DECHI” is a tool that semi-automatically links customer information entered into the customer management system to the systems of various insurance companies, supporting the quick and accurate creation of insurance application forms and design documents.



## 【Insurance Policy Management Application folder】

“folder” is an insurance policy management application developed by our company that not only registers and manages insurance policies with OCR functionality, but also implements various functions such as sharing policy information with family members and loved ones and diagnosing excess or deficiency of coverage by linking insurance company contact information.

|                                         | Cumulative total | Month-on-Month comparison<br>(Number of cases) | Year-on-Year comparison<br>(Number of cases) |
|-----------------------------------------|------------------|------------------------------------------------|----------------------------------------------|
| Number of downloads                     | 237,219          | +653                                           | +12,117                                      |
| Number of insurance policies registered | 154,930          | +625                                           | +9,310                                       |



• APPENDIX

