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December 23, 2024

For Immediate Release

Company name	CERES INC.
Representative	Satoshi Takagi, President and Representative Director (Code: 3696 TSE Prime Market)
Contact	Yasuhiro Kobayashi, Managing Director & General Manager of Administration Division
Telephone	+81-3-6455-3756

Notice of Revision to Consolidated Financial Results Forecast and Dividend Forecast (Dividend Increase) for the Fiscal Year Ending December 31, 2024

CERES INC. (the Company) hereby announces that the Board of Directors has resolved at a meeting held on December23, 2024, to revise its consolidated financial results forecast and the yea-end dividend forecast per share for the fiscal year ending December 31, 2024 (from January 1, 2024 to December 31, 2024).

Details of the revision are shown below.

1. Revision to consolidated financial results forecast for the fiscal year ending December 31, 2024 (from January 1, 2024 to December 31, 2024)

	Net sales	EBITDA	Operating profit	Ordinary profit	Profit attributable to the owners of parent	Earnings per share
Previously announced forecast (A) (May 2, 2024)	(million yen) 27,000	(million yen) 2,500	(million yen) 1,600	(million yen) 2,000	(million yen) 1,200	(yen) 104.48
Revised forecast (B)	27,600	3,000	2,200	2,800	1,500	130.62
Amount of change (B – A)	600	500	600	800	300	–
Percentage change (%)	2.2	20.0	37.5	40.0	25.0	–
Results for the fiscal year ended December 31, 2023	24,070	1,707	1,118	1,217	451	39.57

Reasons for the revision

Net sales are expected to be generally in line with the previously announced forecast. Operating profit is expected to exceed the previous forecast due to better gross profit margins at point media *Moppy* resulting from the effective implementation of thorough point award management and a review of advertising procurement. In the D2C business, products such as the functional insole *Pitsole* and the intestinal environment improvement supplement *Oigurt* demonstrated robust sales.

Additionally, as the crypto asset market is experiencing a period of growth in the fourth quarter of the fiscal year ending December 31, 2024, the loss of our consolidated subsidiary Mercury Inc. is anticipated to narrow.

Furthermore, equity earnings from bitbank Inc. are expected to increase.

Despite the anticipated loss on the valuation of operating investment securities and software of subsidiaries, operating profit, ordinary profit and profit attributable to the parent company are also expected to exceed the previous forecasts.

As a result of these factors, the Company has revised the earnings forecast announced on May 2, 2024.

(Note) The above figures are based on judgements derived from information available as of the date of this announcement. Actual results may differ from the estimated figures shown herein due to a variety of factors.

2. Revision of Dividend Forecast (Dividend Increase)

Revision of dividend per share forecast for the year ending December 31, 2024

	Dividend per share		
	End of 2nd quarter	End of the fiscal year	Total
Precious forecast (October 25, 2024)	—	**¥40.00** (Ordinary dividend ¥20.00) (Commemorative dividend ¥20.00)	**¥40.00** (Ordinary dividend ¥20.00) (Commemorative dividend ¥20.00)
Revised forecast	—	**¥60.00** (Ordinary dividend ¥40.00) (Commemorative dividend ¥20.00)	**¥60.00** (Ordinary dividend ¥40.00) (Commemorative dividend ¥20.00)
Actual results for the current year	¥0.00	—	—
Actual results for the previous year (Fiscal year ended December 31, 2023)	¥0.00	¥20.00	¥20.00

Reasons for the revision

The company recognizes the significance of continuous corporate value growth and the return of profits to shareholders as key management concerns. The fundamental policy of the Company regarding the distribution of profits is to pay consistent dividends in accordance with a capital policy that considers not only the current earnings situation but also the future business strategy and business development, including various investments for the growth of the group.

As stated in the “Notice of Revision to Dividend Forecast (Dividend Increase)” released on October 25, 2024, the Company had planned to pay a year-end dividend of ¥40 per share for the fiscal year ending December 31, 2024, consisting of an ordinary dividend of ¥20 and a commemorative dividend of ¥20 for the 10th anniversary of its listing.

However, as a result of the full-year consolidated earnings forecast for the fiscal year ending December 31, 2024 is expected to exceed the previously announced forecast, the Company plans to increase the ordinary dividend by ¥20 to ¥40 per share, for a total dividend of ¥60 per share, including the commemorative dividend of ¥20 per share.

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