Briefing Materials for the Financial Results of Full Fiscal Year 2023

PR TIMES Corporation (TSE Prime | 3922)

April 11, 2024

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Executive Summary

Financial results for FY2023	• Net sales reached a record high, an increase of 19.8% year on year. It fell slightly short of 20% growth. • Operating profit increased 46.7% year on year, marking a V-shaped recovery after absorbing upfront investments in areas such as advertising and R&D. • Net sales and operating profit were 102.8% and 116.4% of financial results forecasts, respectively.
Financial results forecasts for FY2024	• We target a 19.8% year-on-year increase in net sales and an 8.8% year-on-year increase in operating profit. • FY2024 will also be positioned as part of our investment period, following FY2022 and FY2023.
Business policy for FY2024	• PR TIMES will continue to invest in expanding usage across all regions of Japan, with a renewal project aimed at progressively updating other functions and the UI in addition to the editor. • We aim to achieve year-on-year growth of at least 2.7 times for PR TIMES STORY. • In our SaaS business for business users, we aim to achieve year-on-year growth of 1.6 times for Jooto and 1.8 times for Tayori.
Road to Milestone 2025	• We will steadily enhance the value of our business and seek to achieve an operating profit of ¥2.5 billion by FY2025, while simultaneously aiming to take a huge leap forward.



1 Financial Results and Services Trends for Full FY2023

2 Financial Results for the Fourth Quarter of FY2023

3 Services Trends for the Fourth Quarter of FY2023

4 Topics & Reference Information

5 Financial Results Forecasts for FY2024

6 Road to Milestone 2025

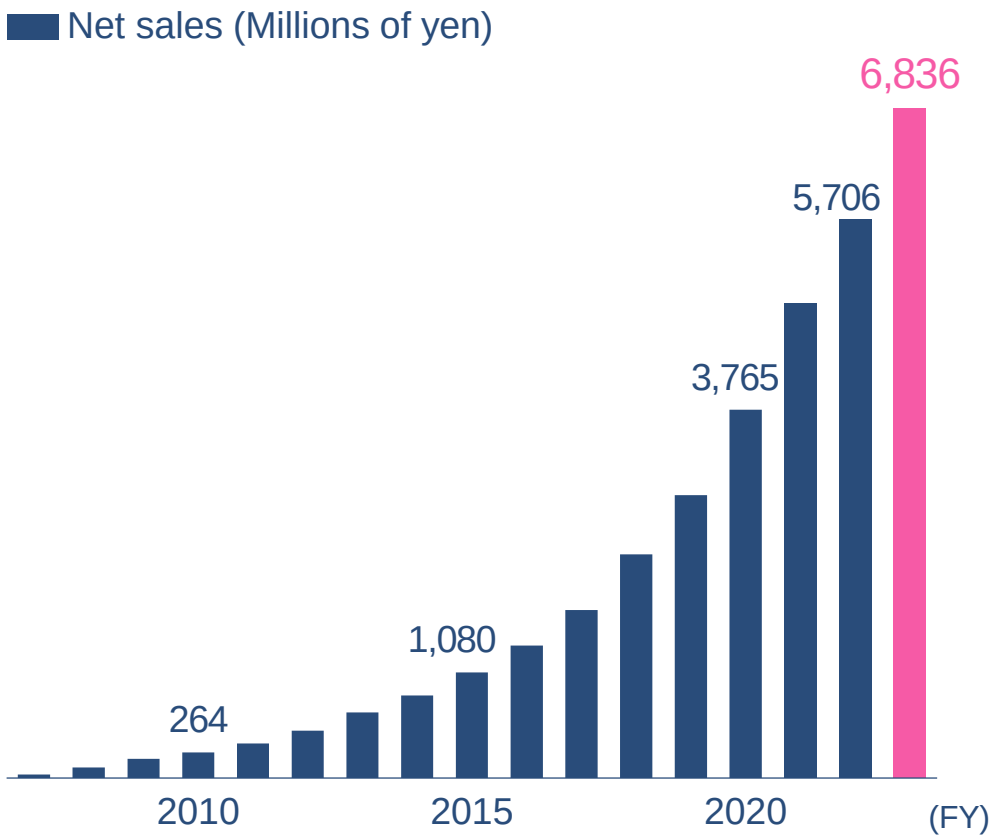
Highlights of Full-Year Financial Results

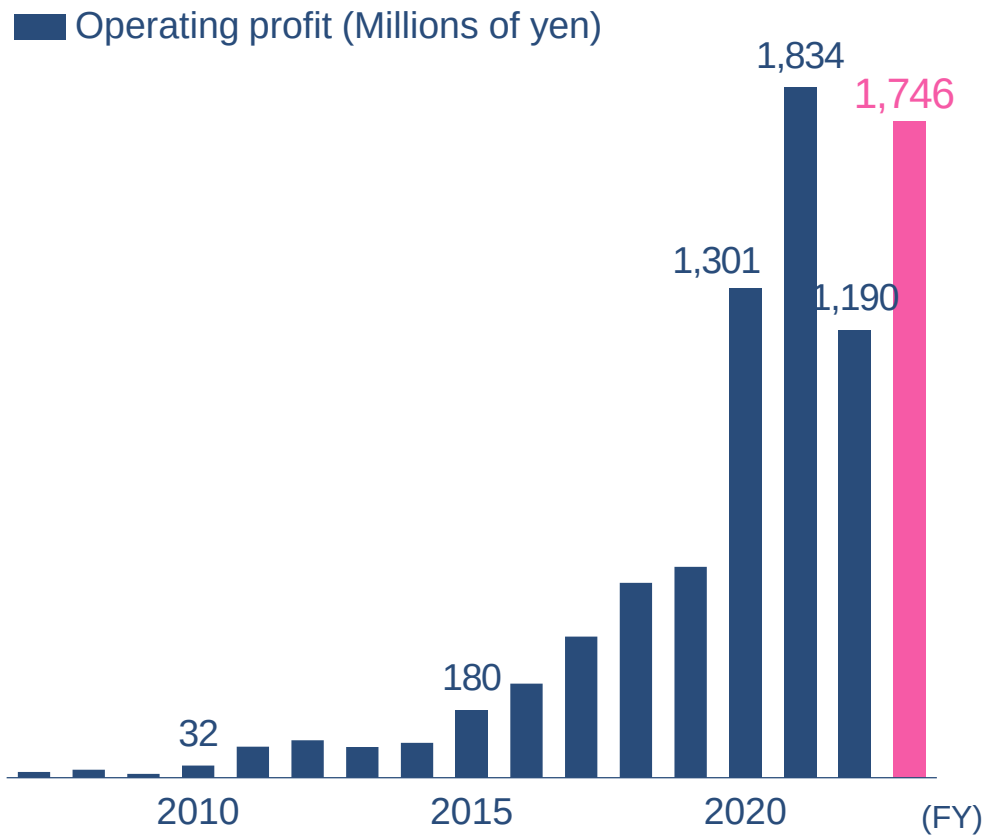
- Net sales reached a record high but fell slightly short of 20% growth.
- Financial results forecasts were achieved, with all profits exceeding the range of forecasts.

(Millions of yen)	FY2022 full-year results	FY2023 full-year results	Year on Year	FY2023 full-year forecasts	Percentage of full-year forecasts achieved	Range of full-year forecasts
Net sales	5,706	6,836	119.8%	6,650	102.8%	±5.0%
Gross profit	5,075	5,894	116.1%	_	_	_
[Gross profit ratio]	[88.9%]	[86.2%]	_	_	_	_
SG&A expenses	3,884	4,147	106.8%	_	_	_
Operating profit	1,190	1,746	146.7%	1,500	116.4%	±15.0%
[Operating profit ratio]	[20.9%]	[25.5%]	_	[22.6%]	_	_
Ordinary profit	1,188	1,717	144.5%	1,472	116.7%	±15.0%
Profit	777	1,161	149.3%	1,004	115.6%	±15.0%

Changes in Full-Year Financial Results

- We achieved 17 consecutive years of revenue growth and profitability since the Company was founded, maintaining our growth trajectory.
- Operating profit made a V-shaped recovery after absorbing upfront investments in areas such as advertising and systems.





Balance Sheet

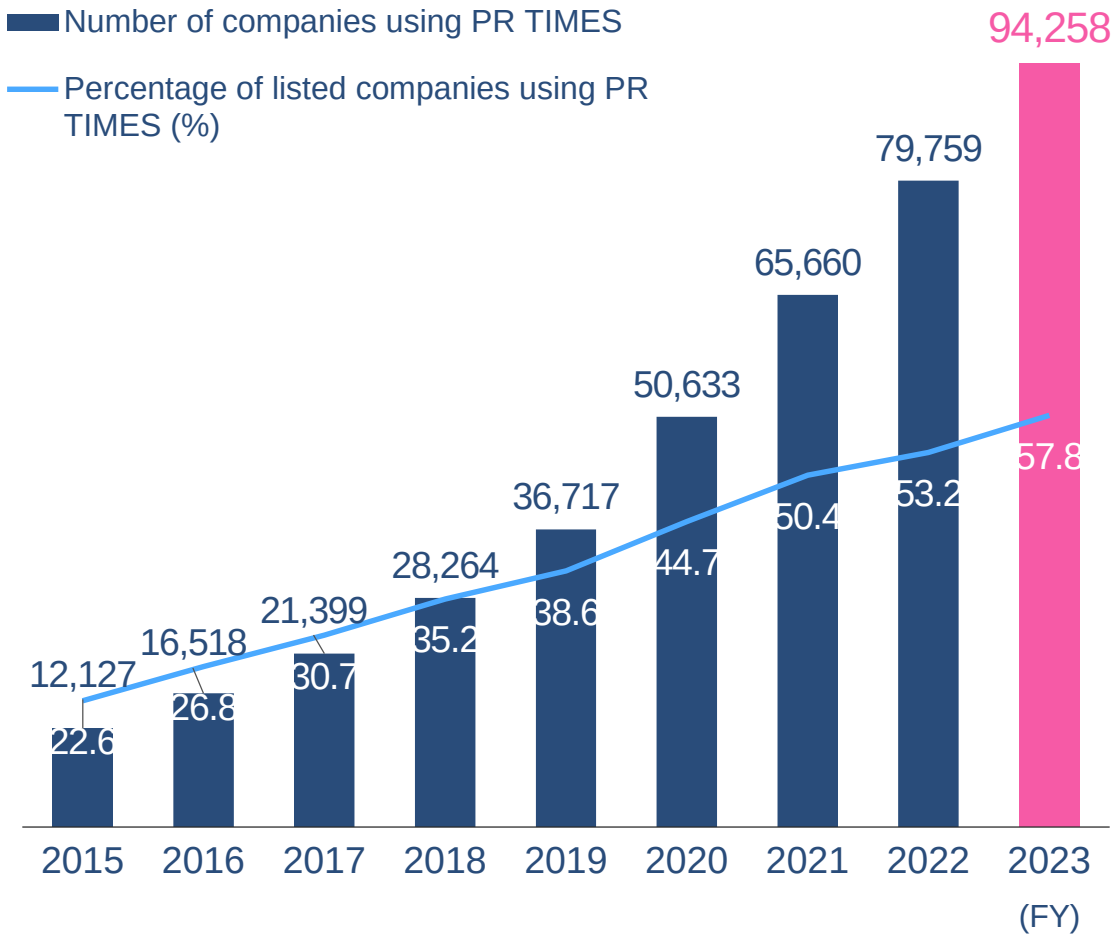
- Non-current assets more than doubled mainly due to the M&A of glucose inc. and NAVICUS Co., Ltd.
- Of the increase in current liabilities, the sum of income taxes payable and accrued consumption taxes increased ¥517 million year on year.

(Millions of yen)	As of February 28, 2023	As of February 29, 2024	Year on Year
Current assets	4,441	5,400	121.6%
Of which, cash and deposits	3,695	4,536	122.8%
Non-current assets	823	1,671	202.8%
Total assets	5,265	7,071	134.3%
Current liabilities	798	1,405	176.0%
Of which, contract liabilities	240	209	87.4%
Non-current liabilities	0	2	2,512.6%
Net assets	4,466	5,662	126.8%
ROA (*)	15.4%	18.8%	
ROE	19.0%	22.9%	

(*) ROA and ROE have been calculated based on figures of the latest 12 months.

PR TIMES: Number of Companies Using PR TIMES

- The number of companies using PR TIMES as of February 29, 2024, reached 94,258, or 57.8% (2,324 out of 4,024) of all listed companies.
- Of the 97 companies that listed in Japan in 2023, 64.9% (63 companies) used PR TIMES, while 81.8% of companies that completed their IPO on the TSE Growth Market in 2023 used PR TIMES.

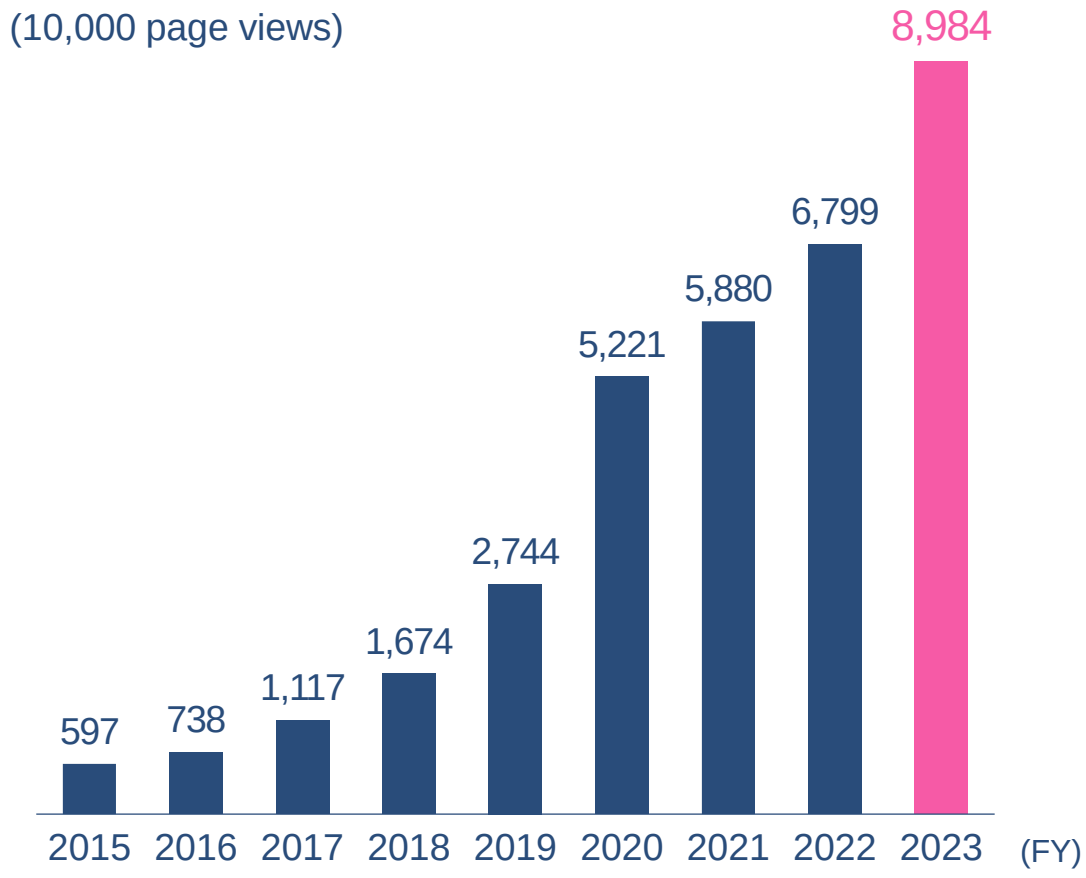


Stock exchange	Market	2023 Newly listed companies	2023 Of which, companies using PR TIMES	2023 Percentage of companies using PR TIMES
Tokyo Stock Exchange	Prime	3	0	0.0%
	Standard	23	8	34.8%
	Growth	66	54	81.8%
	Total	92	62	67.4%
Sapporo Securities Exchange		1	1	100.0%
Nagoya Stock Exchange		4	0	0.0%
Fukuoka Stock Exchange		_	_	_
Total		97	63	64.9%

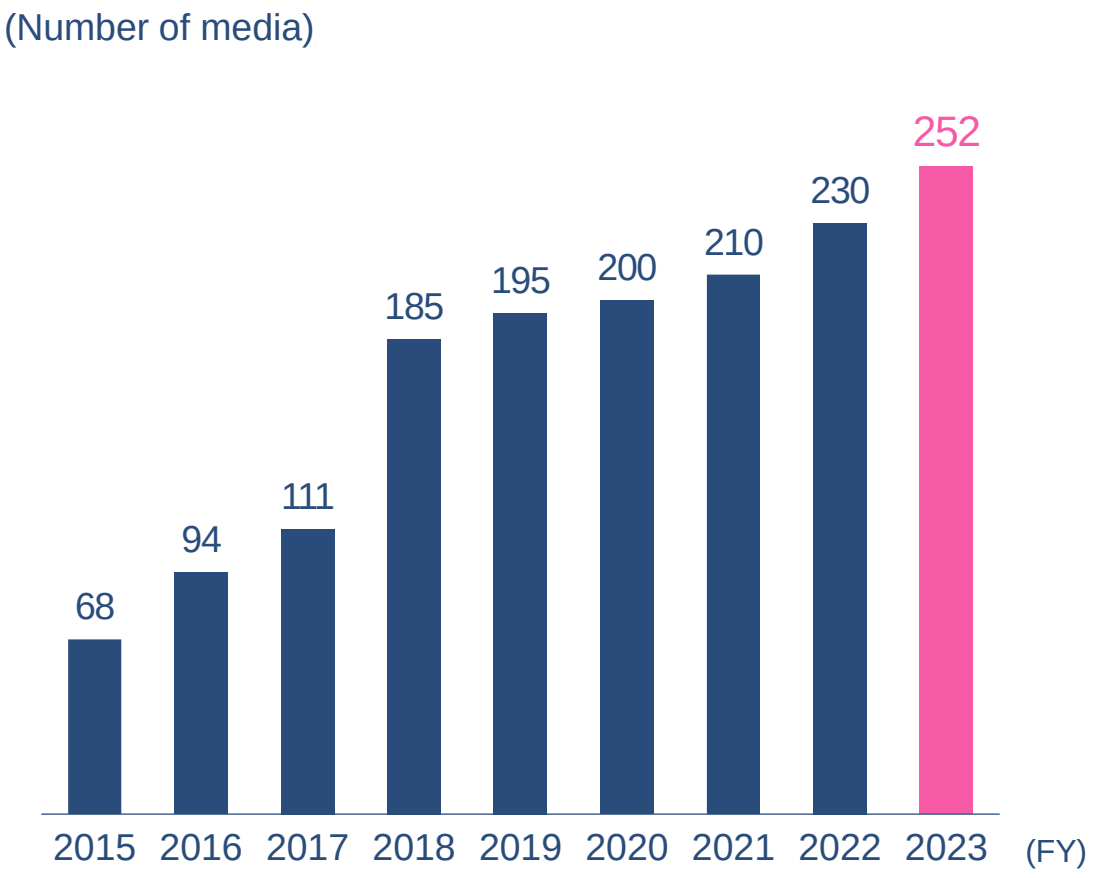
PR TIMES: Changes in Site Views and Partner Media

- With regard to site views, PR TIMES recorded 89.84 million page views in August 2023.
- A total of 252 partner media reproduced PR TIMES press releases, as a rule, in their original form.

Monthly highest site views during the period



Number of partner media at the end of the period



Publicity Achievements

- Publicity for the full FY2023 reached a record high of 407 releases across 223 media (118.7% of that for the previous fiscal year).
- One of the values we offer is publicity, and our publicity achievements demonstrate the high value of using PR TIMES.

TV　8 releases across 8 media

NHK「ニュースウオッチ９」｜FBS福岡放送「めんたいワイド」｜KBC九州朝日放送「アサデス。」｜KBC九州朝日放送「地元応援live Wish＋」｜テレビ朝日「池上彰のニュースそうだったのか!!」｜日本テレビ「カズレーザーと学ぶ。」｜読売テレビ「朝生ワイド す・またん！」｜テレビ愛知「5時スタ」

Radio　3 releases across 2 media

人生百花｜渋谷のラジオ

Magazines　48 releases across 32 media

iJAMP｜an・an｜飲食店経営｜企業と広告｜月刊ゴルフマネジメント｜月刊「理念と経営」｜懸賞なび｜広報会議｜CALL CENTER JAPAN｜COMMERCIAL PHOTO｜ゴルフ特信｜Signs&Displays｜CM通信｜知って得する株主優待2024｜週刊朝日｜週刊アスキー特別編集｜週刊エコノミスト｜週刊ダイヤモンド｜週刊東洋経済｜粧業界展望社｜宣伝会議｜ソトコト｜Software Design｜WWD BEAUTY｜東京理科大学校友会｜日経WOMAN ｜日経ビジネス電子版｜美容の経営プラン｜Forbes JAPAN｜ホテレス｜安くて良い優待株239｜安くて良い株主優待ベストセレクション2023-2024

Newspapers　105 releases across 54 media

岩手日日新聞｜大分合同新聞｜大阪日日新聞｜株式新聞｜北日本新聞｜釧路新聞｜神戸新聞｜埼玉新聞｜佐賀新聞｜The Bunka News｜山陰中央新報｜産経新聞｜CM通信｜下野新聞｜週刊経団連タイムス｜週刊水産新聞｜週刊製菓時報｜住宅産業新聞｜粧業界展望社｜新文化｜新聞改造｜新聞情報｜新聞通信｜新聞之新聞｜新聞報｜石鹸日用品新報｜総合報道｜千葉日報｜中部経済新聞｜通販新聞｜電波新聞｜東海日日新聞｜徳島新聞｜新潟日報｜西日本新聞｜日用品化粧品新聞｜日刊工業新聞｜日刊自動車新聞｜日刊食品通信｜日刊水産経済新聞｜日刊速報水産タイムス｜ニッキン｜日本経済新聞｜日本商業新聞｜日本証券新聞｜日本ネット経済新聞｜東愛知新聞｜福島民報｜福島民友｜みなと新聞｜南日本新聞｜夕刊いわき民報｜読売新聞（佐賀版）｜琉球新報社

Web　243 releases across 127 media

RTB SQUARE｜Aismiley｜ITトレンド｜ITmedia ビジネスオンライン｜ITmedia News｜ITライフハック｜ASCII STARTUP｜アスピック｜@DIME｜AdverTimes（アドタイ）｜advanced by massmedian｜AMP｜INTERNET Watch｜Web担当者Forum｜AIRobot-NEWS｜ExchangeWire Japan｜EDITORS SAGA｜エニルノ｜EvoWork｜M&A Online｜M&Aマガジン｜Lmaga.jp｜EnterpriseZine｜OVO｜オオサカジン｜ALL STAR SAAS BLOG｜おかねチップス｜おとなの週末web｜オフィスのミカタ｜株式新聞｜軽井沢ウェブ｜看板経営.com｜Qiita｜QUERYY｜KSBニュース｜月刊イベントマーケティング｜CodeZine｜コールセンタージャパン｜国際商業｜SIGN NEWS SITE｜THE OWNER｜佐賀経済新聞｜産経ＷＥＳＴ｜CS Studio｜J-Net21｜湘南人｜JOSHIME｜JobQ｜syncAD｜CINRA｜ZUU online｜STARTUP DB｜STRAIGHT PRESS｜スローニュース｜DIAMOND SIGNAL｜楽しいニュース｜WWDJAPAN｜TeamHackers｜通訳翻訳ジャーナル｜ツギノジダイ｜DXマガジン｜dejamブログ｜D2Cニュース｜DIGITOR｜デジタルシフトクラブ｜Digital Shift Times｜TECH.ASCII.jp｜TechFeed｜TECH+｜天神サイト｜東洋経済オンライン｜ナイルのSEO相談室｜にいがた経済新聞｜西宮流｜日経クロステック｜日経クロストレンド｜日テレNEWS｜日本ネット経済新聞｜日本流通産業新聞オンライン｜NiEW｜ネットショップ担当者フォーラム｜NotePM｜PR EDGE｜BCN＋R｜ビジトラmedia｜BUSINESS CLASS｜ビジネス+IT｜ビズクロ｜病院新聞｜Hint Clip｜FISCO｜Boot20 ｜ferret｜ふくおか経済Web｜福岡のニュース｜福島民報｜BRIDGE｜プリント&プロモーション｜BLAZEVY｜PROJECT DESIGN｜ProductZine｜文化通信デジタル｜VOIX biz｜BOXIL Magazine｜北海道新聞｜MarkeZine｜MARKETIMES｜MARR Online｜マイナビウーマン｜マイナビ学生の窓口｜マナミナ｜満点笑｜ミモレ｜ミルマガジン｜MINKABU PRESS｜みんゆうNet｜Media Innovation｜モノカク｜U-NOTE｜読売新聞オンライン｜よむよむカラーミー｜LASISA｜LISKUL｜ログミーTech｜Workship MAGAZINE｜ONE CAREER PLUS｜One News

- Publicity releases reproduced in Yahoo! News, livedoor News, SmartNews, LINE NEWS, NewsPicks, antenna, etc., are omitted. Publicity releases reproduced from newspapers and magazines to their respective online editions are omitted.
- U-NOTE, BRIDGE, and PR EDGE are media operated by the Company and its subsidiaries.
- Publicity releases regarding the Company's stock price are omitted.

(March 2023 to February 2024; media names listed in Japanese alphabetical order)



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2 **Financial Results for the Fourth Quarter of FY2023**

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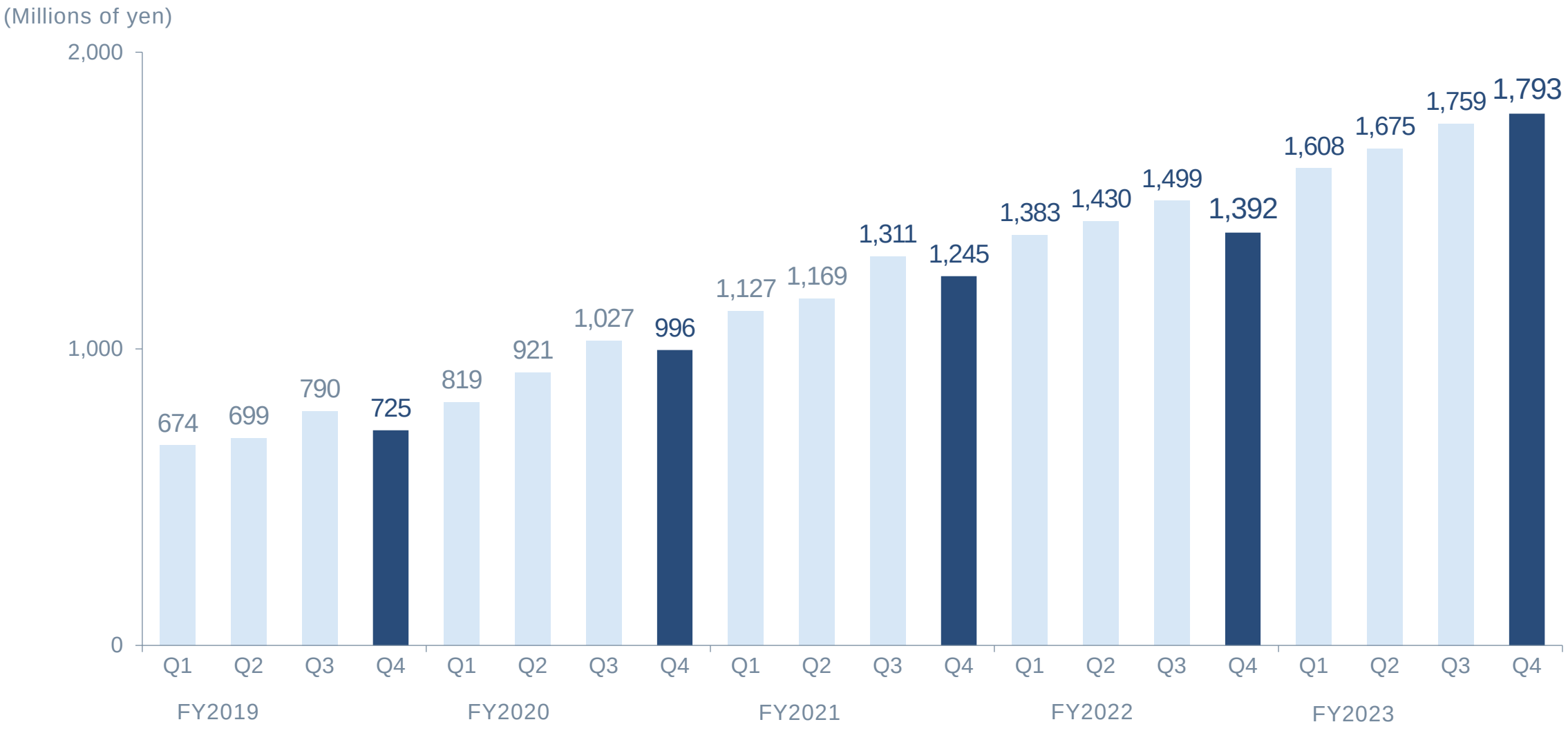
Fourth Quarter of FY2023

- Net sales grew 28.8% year on year, with NAVICUS Co., Ltd., which we acquired in December, generating ¥127 million in net sales.
- Operating profit recovered as a result of postponing planned advertising expenses of ¥161 million and overseas M&A due diligence expenses of ¥30 million, despite recording ¥59 million in year-end bonuses.

(Millions of yen)	FY2022	FY2023				Year on Year	Quarter on Quarter
	Q4	Q1	Q2	Q3	Q4		
Net sales	1,392	1,608	1,675	1,759	1,793	128.8%	101.9%
Gross profit	1,224	1,407	1,450	1,536	1,500	122.6%	97.7%
[Gross profit ratio]	[87.9%]	[87.5%]	[86.6%]	[87.3%]	[83.7%]	_	_
SG&A expenses	1,131	1,063	903	911	1,269	112.1%	139.2%
Operating profit	92	343	546	624	231	250.2%	37.0%
[Operating profit ratio]	[6.6%]	[21.4%]	[32.6%]	[35.5%]	[12.9%]	_	_
Ordinary profit	91	343	546	600	226	247.9%	37.7%
Profit	65	231	369	399	160	247.5%	40.3%

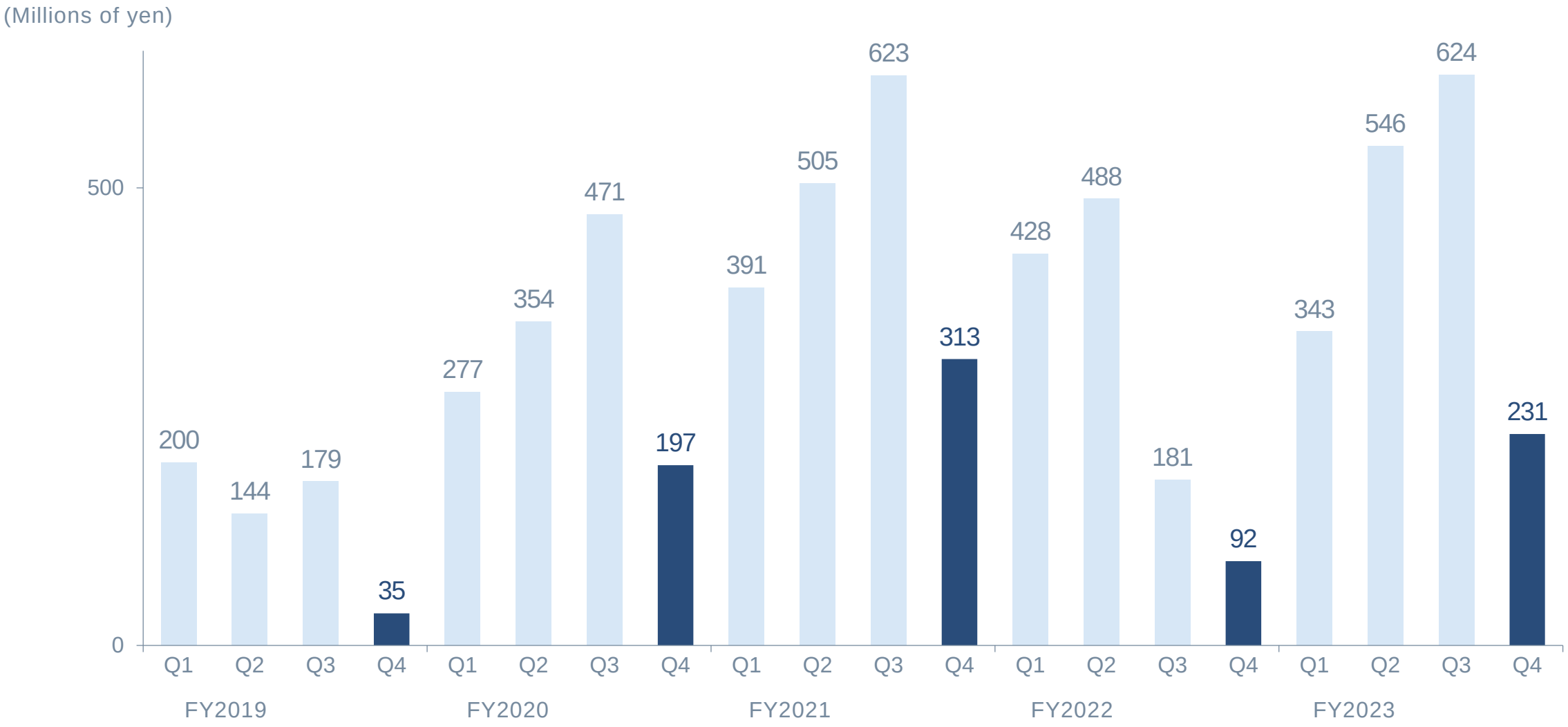
Changes in Quarterly Net Sales

- Net sales reached a record high for the fourth consecutive quarter.



Changes in Quarterly Operating Profit

- Operating profit recovered to FY2020 level while absorbing upfront investments.



Breakdown and Ratios of Quarterly SG&A Expenses

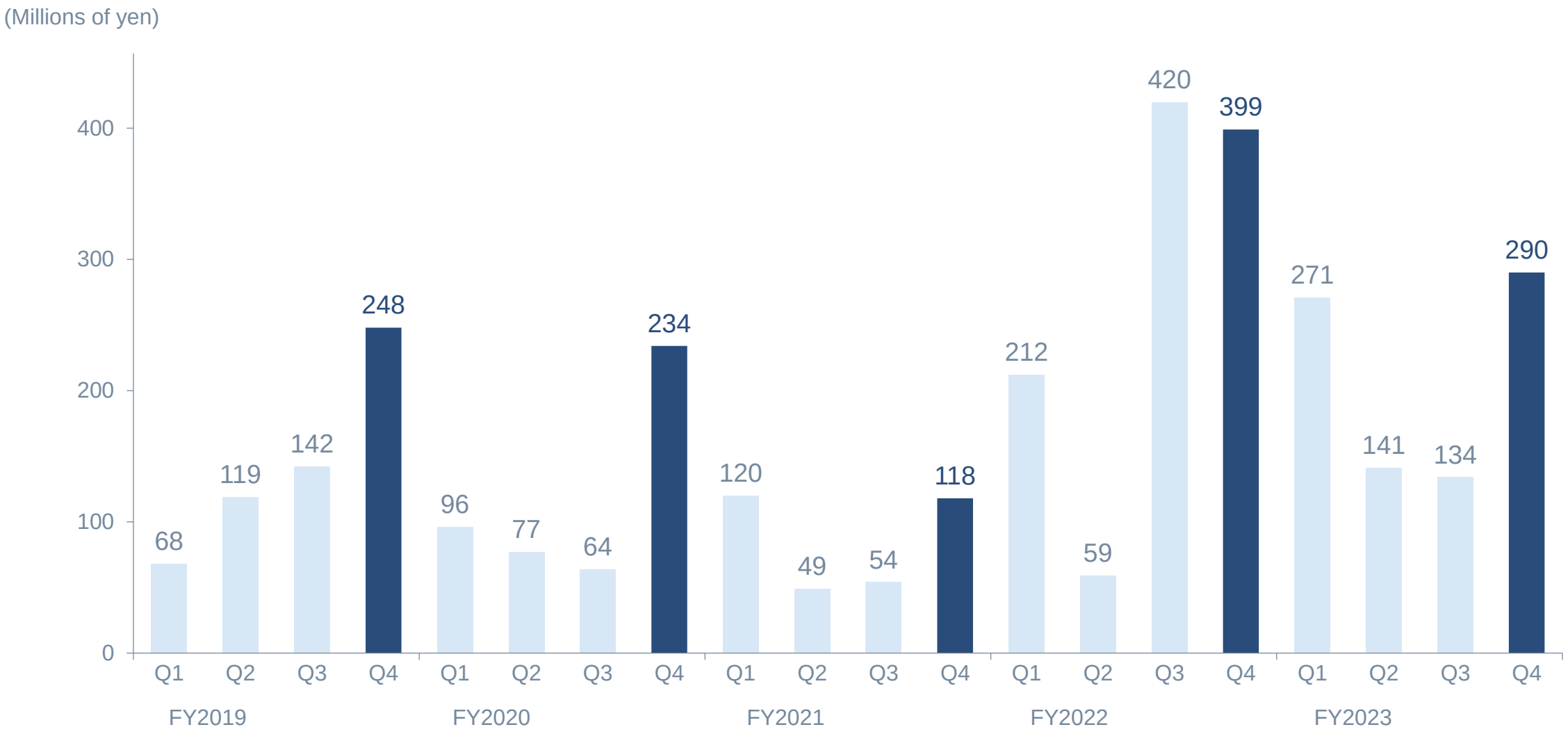
- S&M includes local station programs sponsored by PR TIMES, TV commercials, newspaper advertisements, etc.
- R&D includes expenses we have continued to incur for the renewal project of PR TIMES.
- G&A has been maintained at less than 10% of net sales.

	FY2022		FY2023							
	Q4		Q1		Q2		Q3		Q4	
(Millions of yen)	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales
Net sales	1,392	100.0%	1,608	100.0%	1,675	100.0%	1,759	100.0%	1,793	100.0%
Cost of sales	168	12.1%	201	12.5%	225	13.4%	223	12.7%	292	16.3%
S&M	800	57.5%	659	41.0%	537	32.1%	520	29.6%	870	48.5%
R&D	208	15.0%	246	15.4%	244	14.6%	266	15.1%	261	14.6%
G&A	123	8.9%	157	9.8%	121	7.2%	124	7.1%	137	7.7%
Operating profit	92	6.6%	343	21.4%	546	32.6%	624	35.5%	231	12.9%

Note: S&M, R&D, and G&A are abbreviations for Sales & Marketing, Research & Development, and General & Administrative expenses, respectively.
These figures have not been audited or reviewed by the financial auditor.

Changes in Quarterly Advertising Expenses

- Advertising expenses were 72.6% of those in the same quarter of the previous fiscal year.



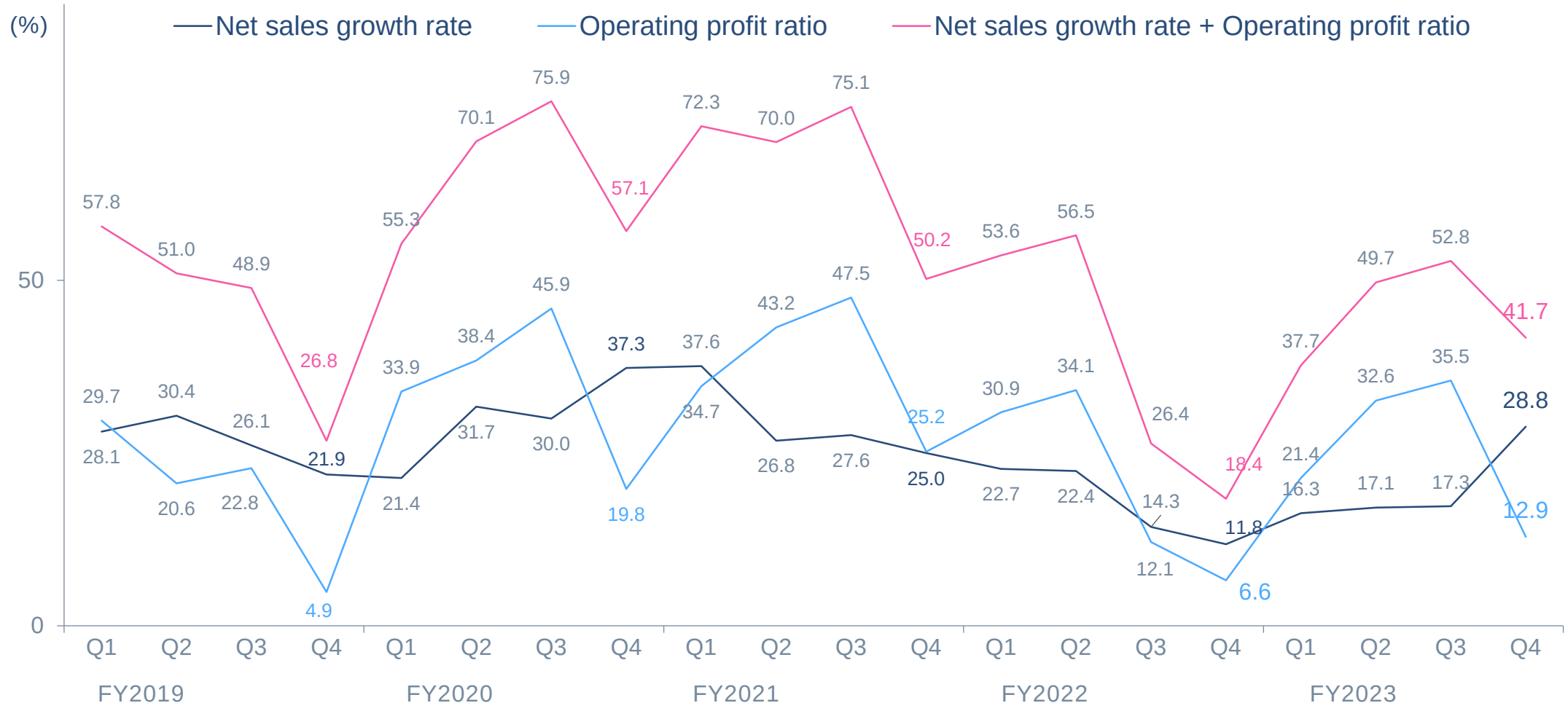
Breakdown of Advertising Expenses

- Actual advertising expenses were ¥839 million (83.9% of target), as compared with the full-year target of ¥1.0 billion.
- Expenses were incurred for local station programs sponsored by PR TIMES, TV commercials, newspaper advertisements, etc.
- Advertising spaces with high profitability that had been originally planned for the fourth quarter could not be secured and have been postponed to the next fiscal year.

(Millions of yen)	Target	Actual					
	Full-year	Q1	Q2	Q3	Q4	Total	Percentage of target
PR TIMES, etc.	880	196	122	116	270	706	80.2%
Jooto	77	61	14	9	5	91	117.3%
Tayori	42	13	4	8	14	41	98.6%
Total	1,000	271	141	134	290	839	83.9%

Changes in Net Sales Growth Rate and Operating Profit Ratio

- Net sales growth rate + Operating profit ratio = 41.7%, which marks an upward trend compared to the same period of the previous fiscal year.
- We aim to achieve both sustainable growth and profit expansion through aggressive yet disciplined investment.



Balance Sheet

- The prorated portion of long-term contracts was previously recorded under contract liabilities without reducing the amount under accounts receivable - trade.
- The ¥83 million in accounts receivable - trade and contract liabilities corresponding to the prorated portion was fully offset at the end of the current fiscal year, resulting in no impact on profit or loss from this change.

(Millions of yen)	As of February 28, 2023	As of November 30, 2023	As of February 29, 2024	Year on Year	Quarter on Quarter
Current assets	4,441	5,101	5,400	121.6%	105.9%
Of which, cash and deposits	3,695	4,230	4,536	122.8%	107.2%
Non-current assets	823	1,483	1,671	202.8%	112.6%
Total assets	5,265	6,584	7,071	134.3%	107.4%
Current liabilities	798	1,117	1,405	176.0%	125.8%
Of which, contract liabilities	240	296	209	87.4%	70.9%
Non-current liabilities	0	4	2	2,512.6%	54.0%
Net assets	4,466	5,462	5,662	126.8%	103.7%
ROA (*)	15.4%	18.2%	18.8%	_	_
ROE	19.0%	21.6%	22.9%	_	_

(*) ROA and ROE have been calculated based on figures of the latest 12 months.



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PR TIMES Business Highlights



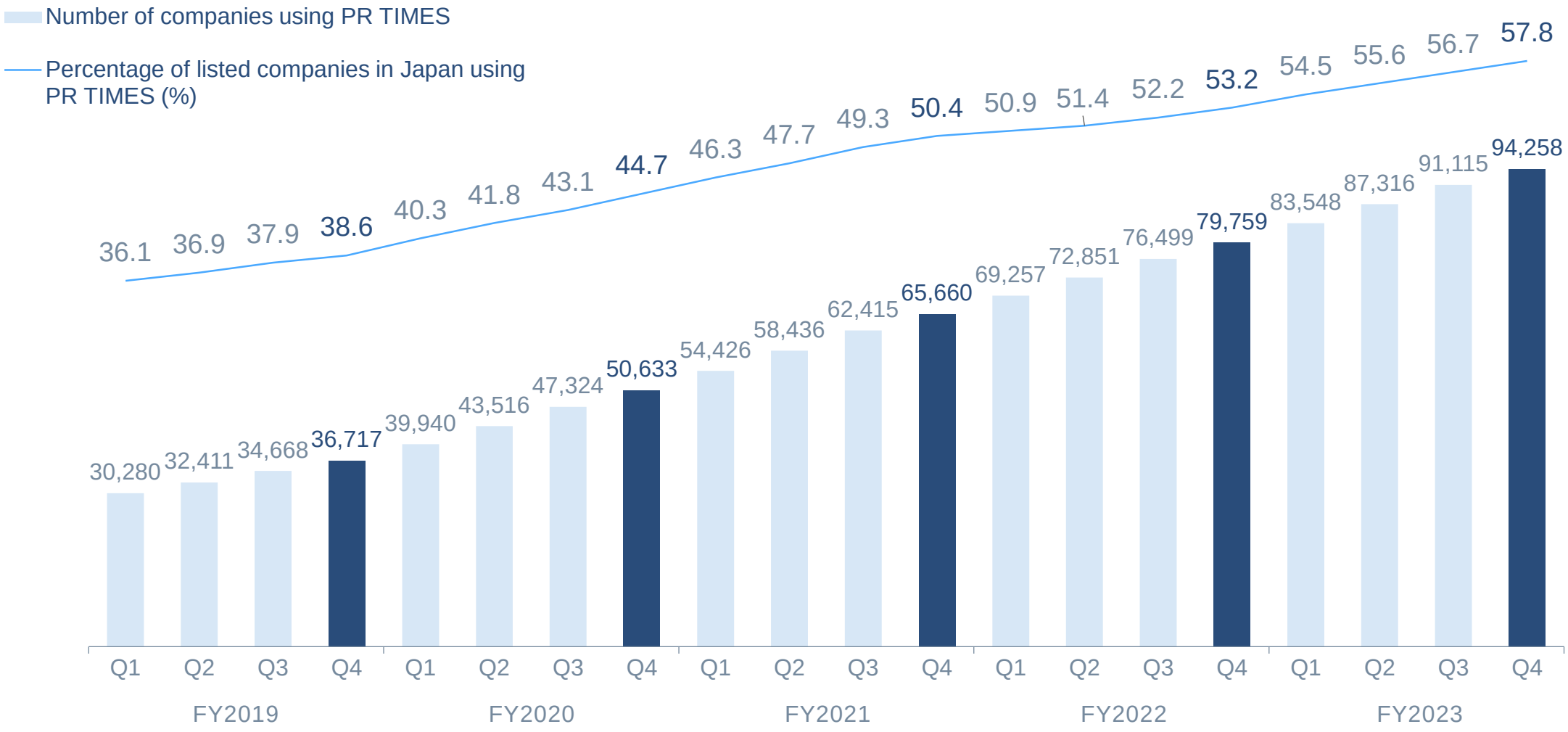
https://prtimes.jp (in Japanese)

Companies	Number of companies using PR TIMES	94,258
	Percentage of listed companies in Japan using PR TIMES	57.8% (2,324 out of 4,024 companies)
	Number of press releases	34,092 per month (Oct. 2023)
	Press release materials	Images: 187,016 per month (Oct. 2023)
		Videos: 3,109 per month (Feb. 2024)
Media	Delivery media list	10,675 media
	Number of media users	26,911 persons
	Number of partner media	252 media
Consumers	Number of site views	89.84 million page views per month (Aug. 2023)
	Social media accounts	Facebook: 130,003
		X (formerly Twitter): 459,185
	Number of individual users	198,503 persons

*As of February 29, 2024

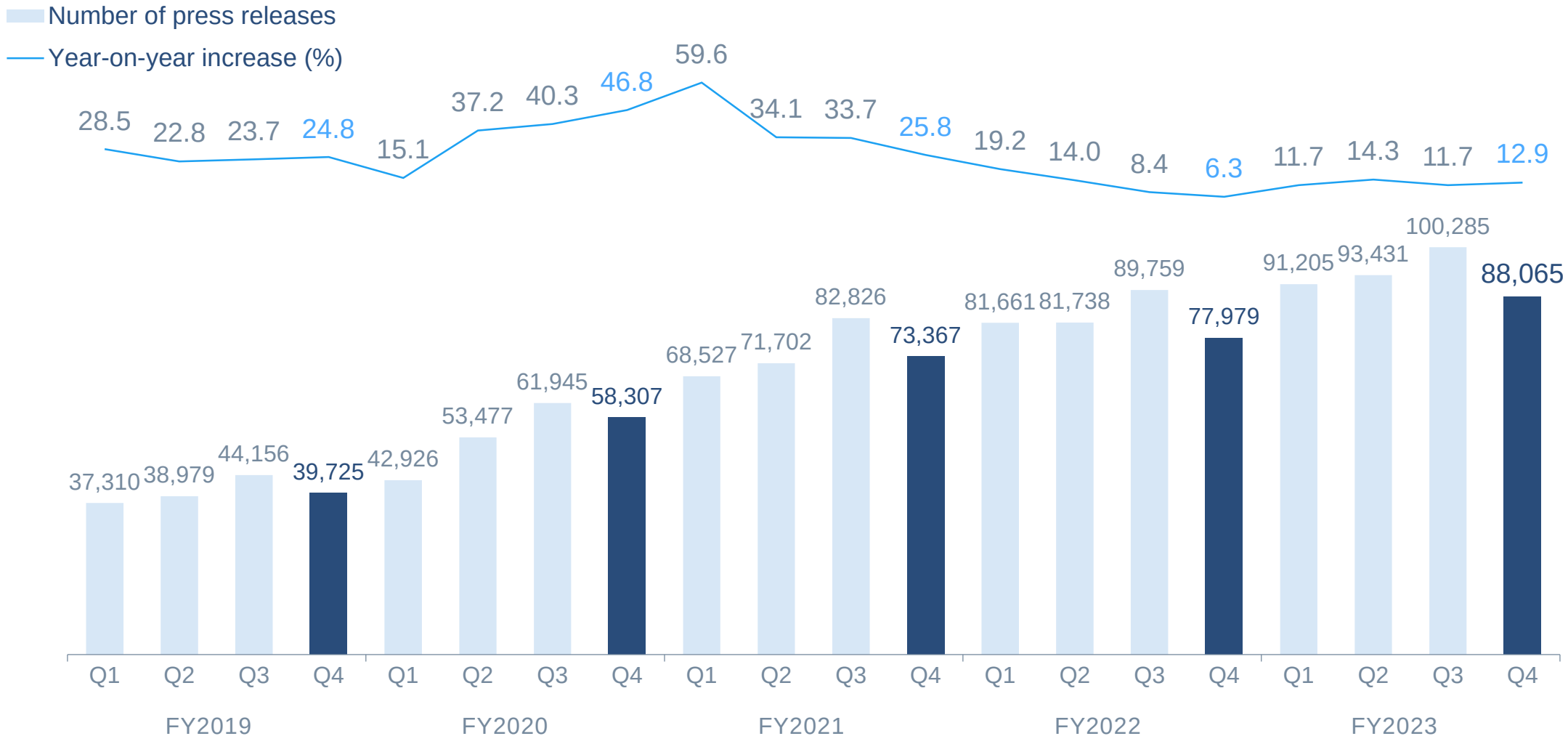
PR TIMES | Changes in Number of Companies Using PR TIMES

- The number of companies using PR TIMES reached 94,258 (up 14,499 companies year on year; up 3,143 companies quarter on quarter).
- 57.8% (2,324 out of 4,024) of all listed companies used PR TIMES.



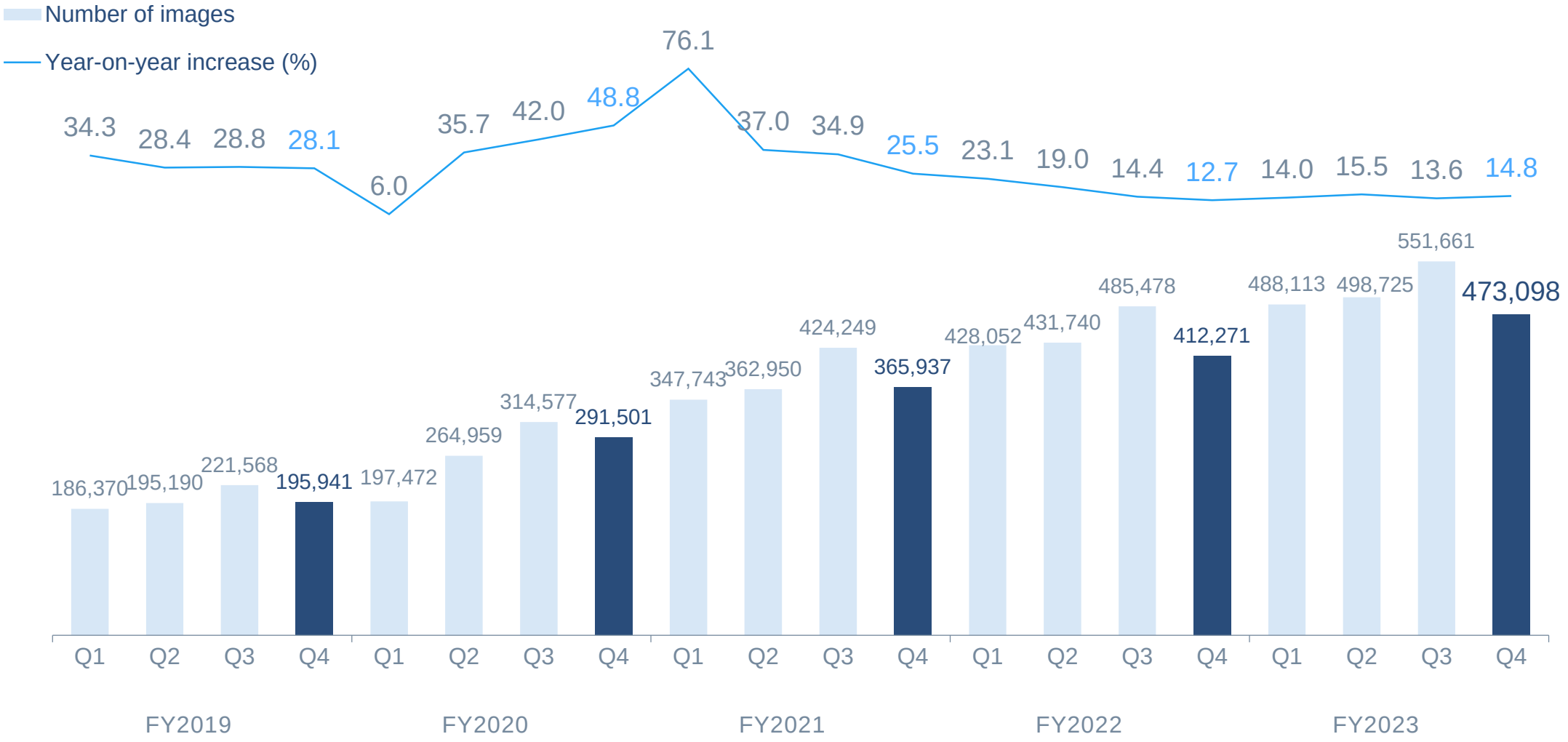
PR TIMES | Changes in Number of Press Releases

- The number of press releases was 88,065 (up 12.9% year on year; down 12.2% quarter on quarter), a new record high for the fourth quarter.



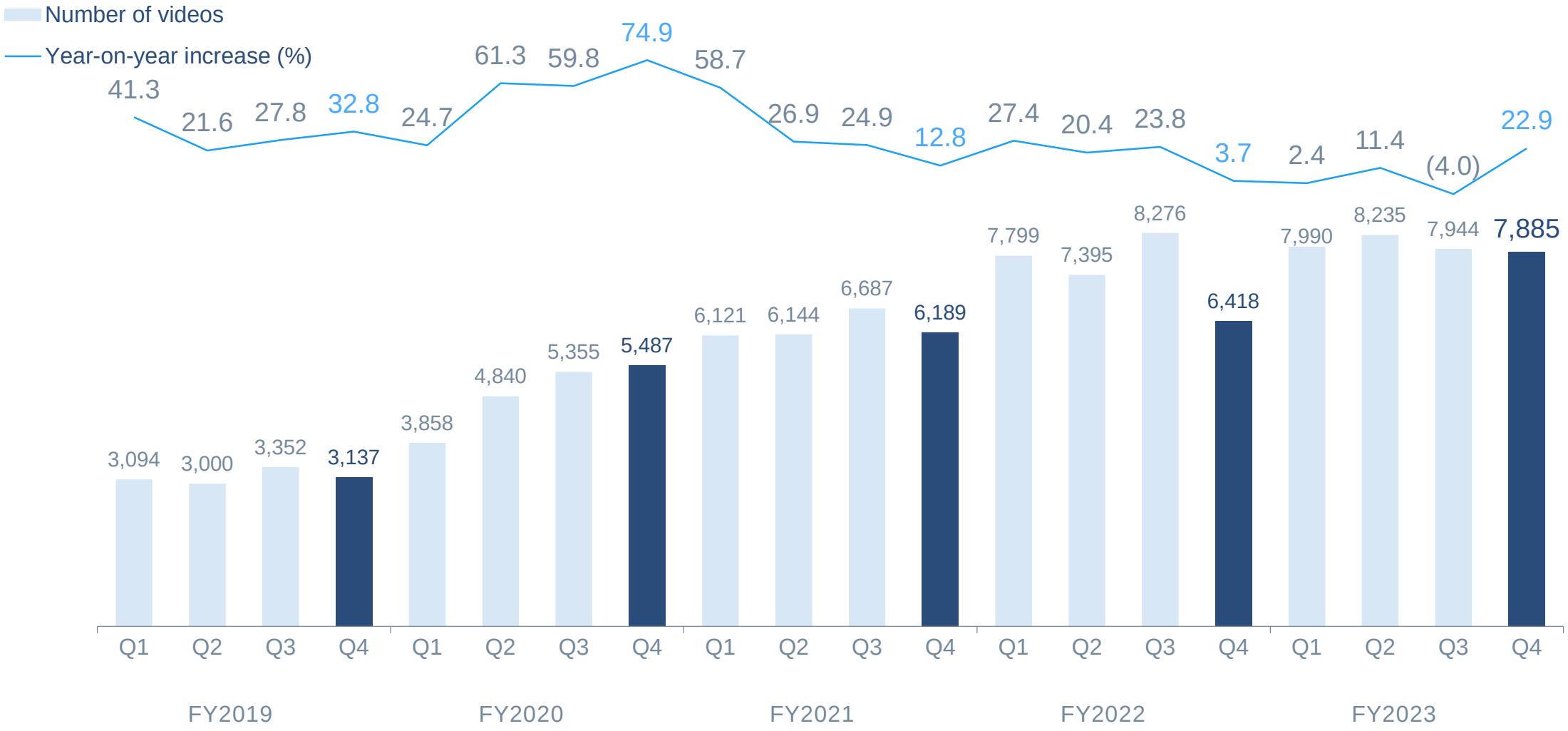
PR TIMES | Changes in Number of Image Materials in Press Releases

- The number of images was 473,098 (up 14.8% year on year; down 14.2% quarter on quarter).
- Given the improvement in the number of image materials per press release, we will no longer disclose the number of image materials in press releases going forward.



PR TIMES | Changes in Number of Video Materials in Press Releases

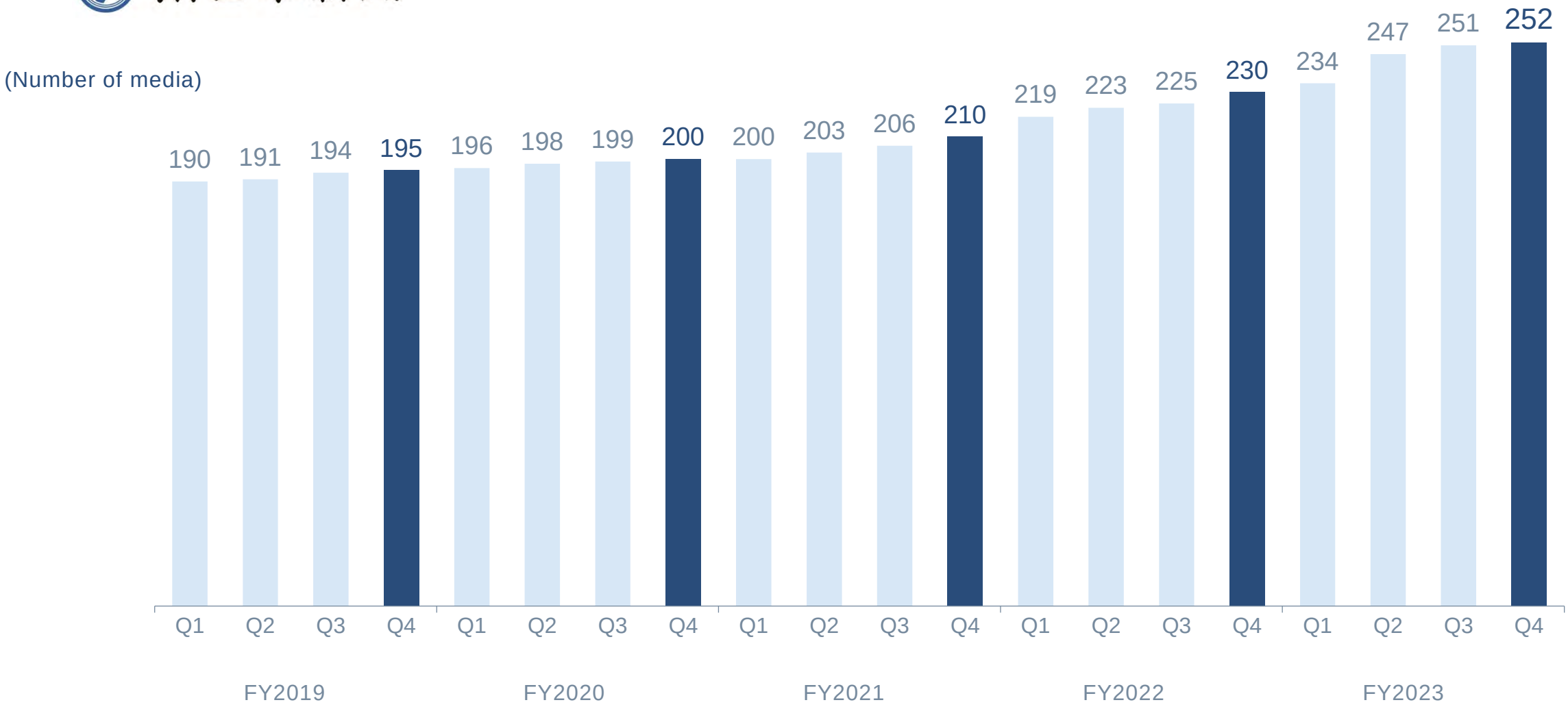
- The number of videos was 7,885 (up 22.9% year on year; down 0.7% quarter on quarter).
- Given the improvement in the number of video materials per press release, we will no longer disclose the number of video materials in press releases going forward.



PR TIMES | Changes in Number of Partner Media

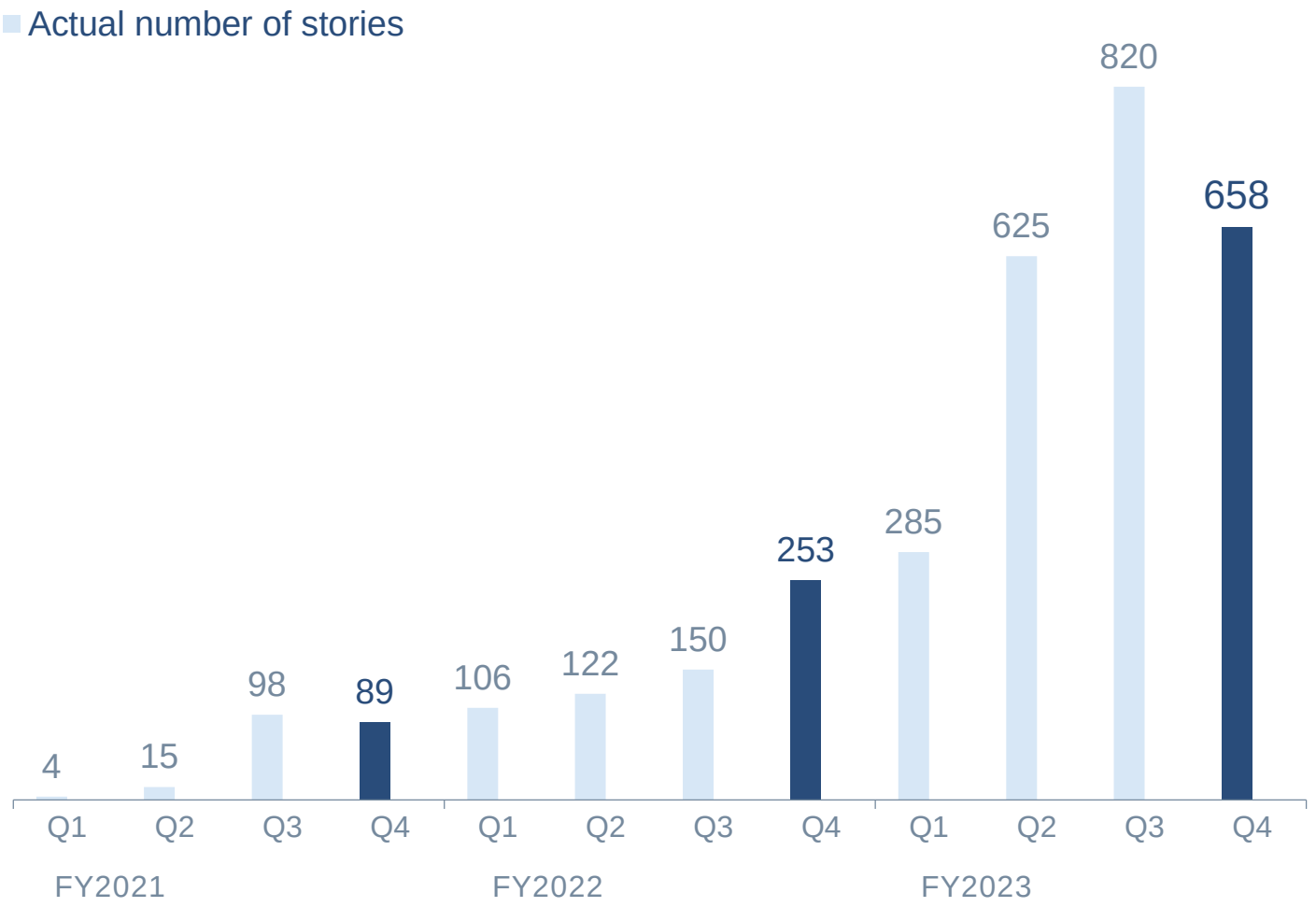
- The number of partner media increased by one quarter on quarter, reaching a record high for the 11th consecutive quarter.

南日本新聞



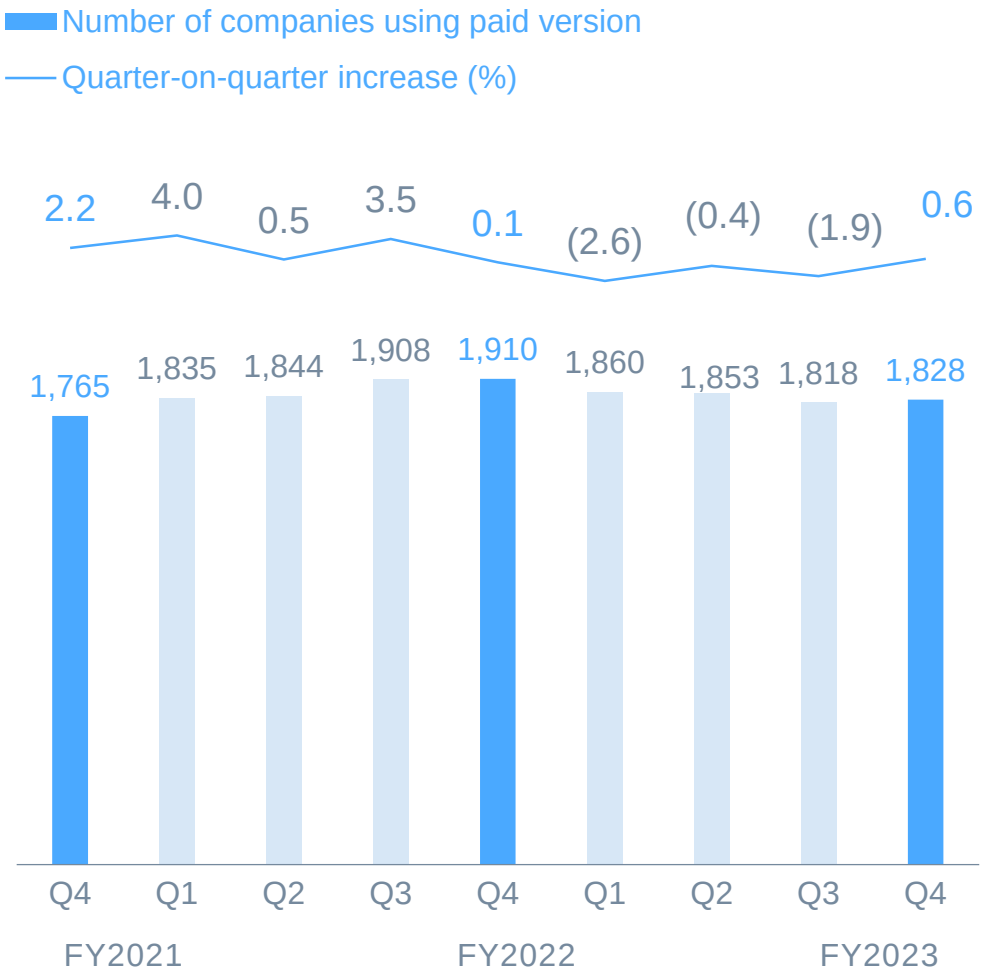
PR TIMES STORY | Changes in Number of Stories

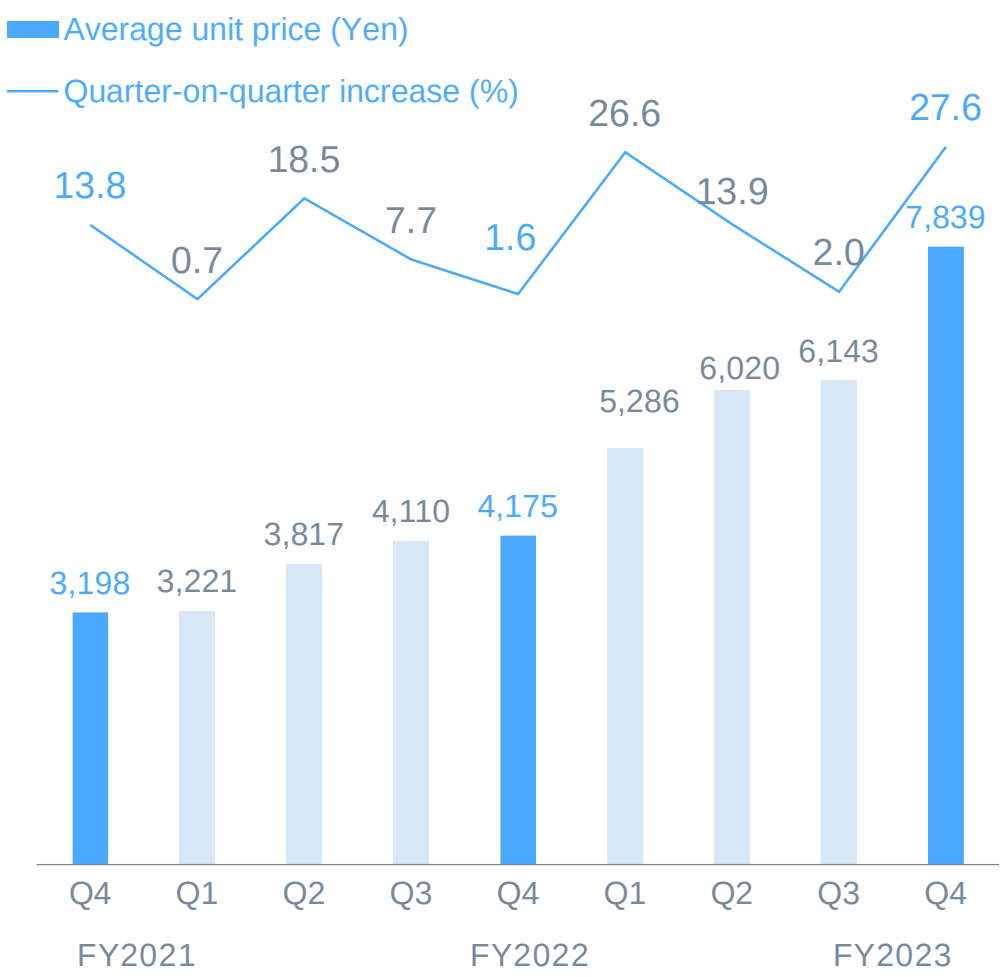
- The number of stories for PR TIMES STORY was 658 (up 160.1% year on year; down 19.8% quarter on quarter).
- Although we did not achieve the target of 2,978 stories, the growth trajectory was maintained.



Jooto | Changes in Number of Companies Using Paid Version

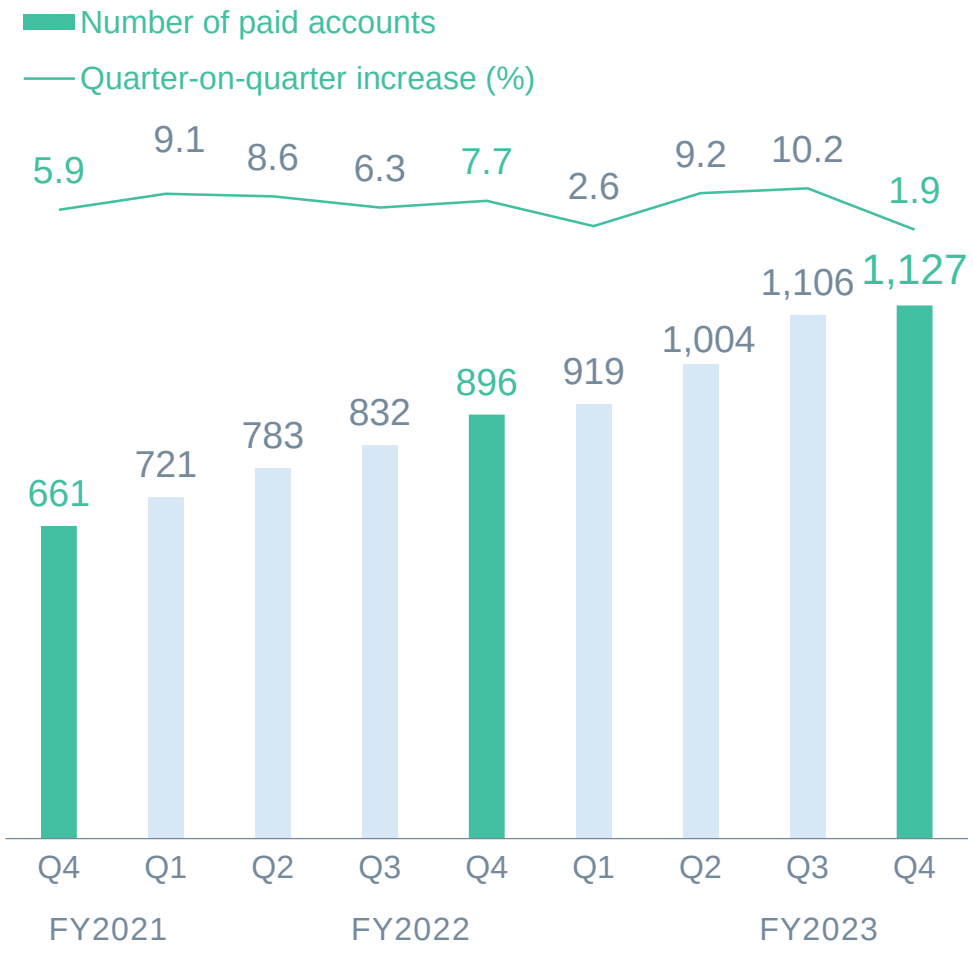
- The number of companies using the paid version was 1,828 (up 10 companies or 0.6% quarter on quarter), while the average unit price per company was ¥7,839 (up 27.6% quarter on quarter).
- The average unit price per company increased 87.8% year on year.

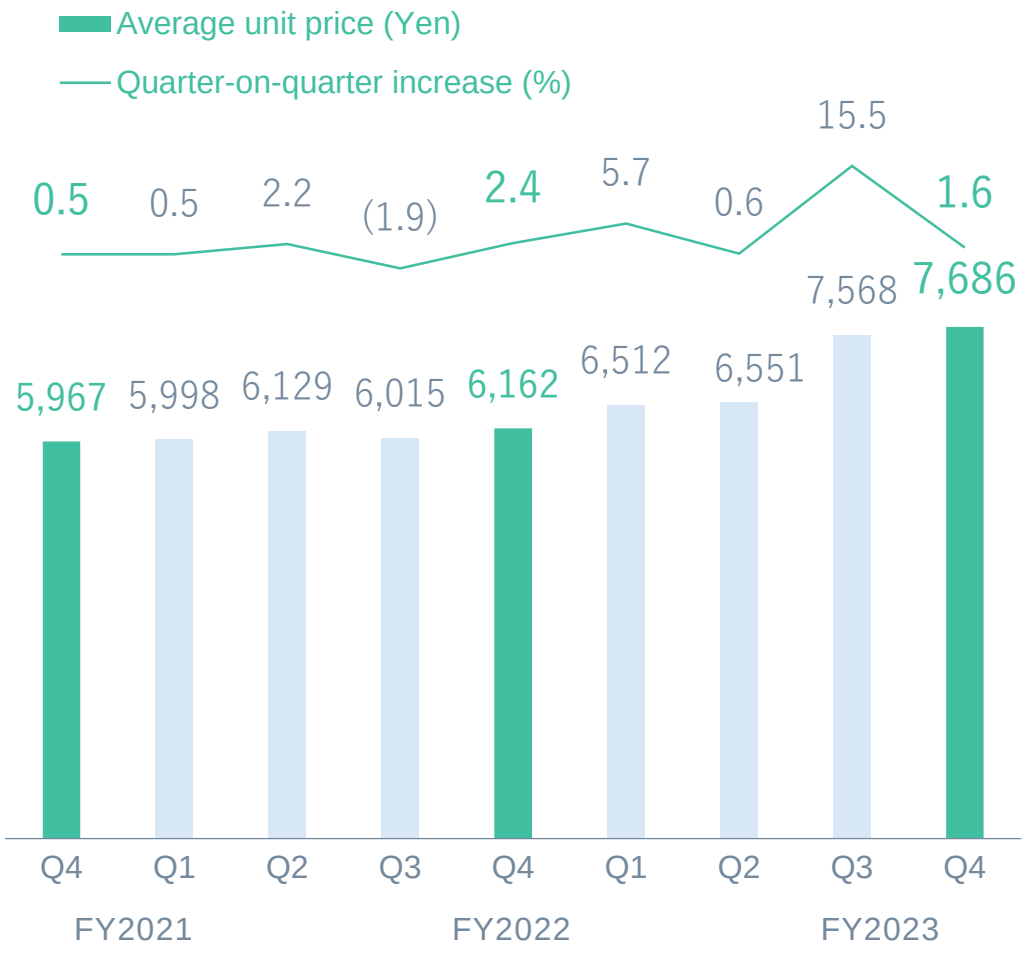




Tayori | Changes in Number of Paid Accounts

- The number of paid accounts was 1,127 (up 21 accounts or 1.9% quarter on quarter).
- The average unit price was ¥7,686 (up 1.6% quarter on quarter).







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Corporate Information | Non-fulfillment of Continued Listing Criteria for the Prime Market

- Only the market capitalization of tradeable shares failed to meet the continued listing criteria for the Prime Market. Although we have received confirmation from life insurance companies and some shareholders who are business corporations that the shares they own are for pure investment purposes and have calculated such shares as tradeable shares, the market capitalization of tradeable shares still did not fulfill the criteria.
- If there is no change in the total number of shares issued and the tradeable share ratio, the average share price needs to be ¥2,019 to exceed the minimum required market capitalization of tradeable shares of ¥10.0 billion (the closing price on April 9, 2024, was ¥2,104).

		Number of tradeable shares (Unit)	Market capitalization of tradeable shares (Billions of yen)	Tradeable share ratio (%)	Daily average trading value (Millions of yen)
Fulfillment status of the Company *1, *2	As of June 30, 2021 (Transition record date)	46,313	15.7	34.4	740
	As of February 28, 2023	48,520 [49,698]	10.2 [10.4]	36.0 [36.9]	190
	As of February 29, 2024	48,324 [49,557]	9.3 [9.6]	35.8 [36.8]	100
Continued listing criteria for the Prime Market		20,000	10.0	35.0	20
Fulfillment status as of February 29, 2024		Fulfilled	Not fulfilled	Fulfilled	Fulfilled

*1. Calculations were made based on the distribution of the Company's share certificates, etc., as known by the TSE at the respective points in time.

*2. We have received confirmation from life insurance companies and some shareholders who are business corporations that the shares they own are for pure investment purposes. Such shares have been incorporated into the figures as tradeable shares as of February 29, 2024, with the respective figures shown in square brackets.

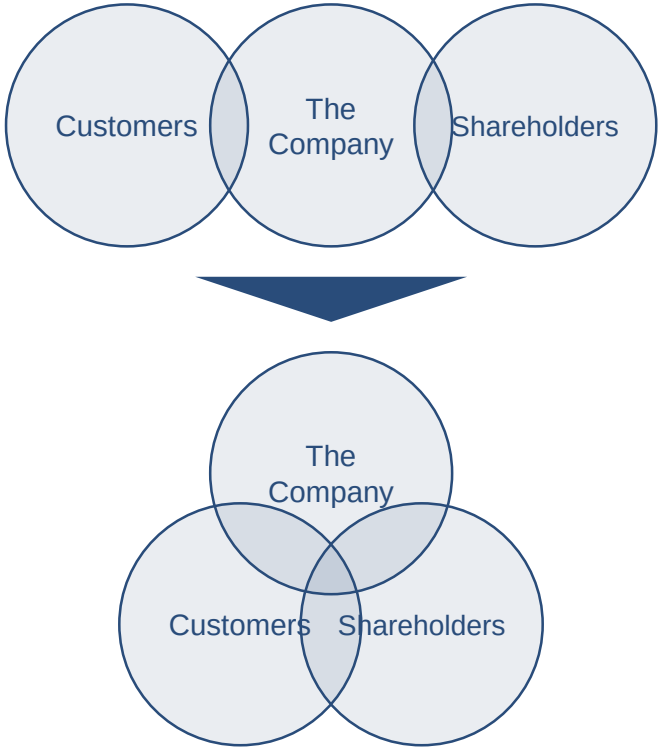
- We will build a business foundation that combines sustainable net sales growth with the expansion of operating profit, and continue to exceed the minimum required market capitalization of tradeable shares by increasing the market capitalization of our shares through the appropriate valuation of sustainable earning power.
- The tradeable share ratio of 36.8% is not sufficient for market liquidity from the point of view of institutional investors, and we will explore and implement means to increase the tradeable share ratio.

	Actual									Financial results forecasts
(Millions of yen)	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022	FY2023	FY2024
Net sales	1,080	1,355	1,717	2,286	2,891	3,765	4,854	5,706	6,836	8,189
[compared with FY2015]	[100.0%]	[125.5%]	[159.0%]	[211.7%]	[267.7%]	[348.6%]	[449.4%]	[528.3%]	[632.9%]	[758.2%]
Operating profit	180	250	375	518	560	1,301	1,834	1,190	1,746	1,900
[compared with FY2015]	[100.0%]	[138.9%]	[208.3%]	[287.8%]	[311.1%]	[722.8%]	[1,018.8%]	[661.1%]	[970.0%]	[1,055.6%]
Market capitalization of shares (*)	4,060	8,524	12,217	15,841	13,450	43,399	39,604	24,613	26,480	28,316
[compared with FY2015]	[100.0%]	[210.0%]	[300.9%]	[390.2%]	[331.3%]	[1,068.9%]	[975.4%]	[606.2%]	[652.2%]	[697.4%]

*Market capitalization of shares refers to the market capitalization at the end of the fiscal year. However, the market capitalization of shares for FY2015 was the market capitalization of the public offering at the point of listing on March 31, 2016; and for FY2024, the market capitalization at the closing price on April 9, 2024.

- A total of 87 companies (up 28 companies year on year) among our customers participated in the program, which offers vouchers for services and meals that can be used nationwide and coupons for shopping on e-commerce websites, as well as physical products such as food, beverages, and daily necessities.
- Information will be provided in the “Shareholder Benefits Notice” sent out in early May to those who were shareholders as of both August 31, 2023, and February 29, 2024.





Press release: https://prtimes.jp/main/html/rd/p/000001399.000000112.html (in Japanese)

PR TIMES | April Dream: Making April 1 a Day to Talk about Dreams

- A total of 4,984 dreams were collected from individuals, companies, organizations, and local governments throughout Japan and displayed inside trains along the Yamanote Line from April 1 to 15, while the dreams of local residents were posted on bulletin boards at major stations in 46 prefectures of Japan from April 1 to 7.
- 42 partners who supported April Dream participated in the project and provided support for the sharing of dreams through their own initiatives.









Press release: https://prtimes.jp/main/html/rd/p/000001391.000000112.html (in Japanese)

PR TIMES | Airing of Documentary TV Commercial, “All about it with PR TIMES Press Releases”

- A documentary commercial was filmed on the ground over a four-day period at Minami Sanriku Winery, one of our customers, to capture the process of aging wine under the sea by featuring only the actual words spoken without the use of any scripts.
- The commercial was aired on TV Tokyo affiliated stations from February 3 to 29, 2024.



We captured the work of Michihiko Sasaki of Minami Sanriku Winery along with the unscripted words of local residents as they worked together.

The enthusiasm and emotions of an individual passionately trying to achieve a goal were passed on to someone else, thereby inspiring a new action. We completed a documentary commercial that seeks to convey the energy sparked by a single “person who carries out actions.”

Press release: https://prtimes.jp/main/html/rd/p/000001378.000000112.html (in Japanese)

PR TIMES | Expansion of Regional Operations

- We entered into partnerships with Minami-Nippon Shimbun in February 2024, with Sakai City of Osaka Prefecture in March 2024, and with The Hiroshima Bank, Ltd., in April 2024.
- We have expanded partnerships for regional information dissemination to a total of 84 entities across 45 prefectures, including partnerships with 42 regional financial institutions (34 banks and eight shinkin banks), 32 regional media companies, as well as 10 public agencies and local governments (three prefectures, five cities, and two agencies).



*As of April 11, 2024

PR Partner | Oishii Expo

- Oishii Expo is a physical platform where media outlets and companies can meet face-to-face and experience products and services together.
- Over 30 food and beverage brands will exhibit their products in separate booths in line with seasonal themes, which not only reduces the workload required to hold standalone launch events but also allows participating brands to meet new media outlets and social media users and share the brand's flavors and ideas on the spot.
- "Oishii Expo 2024 Spring" was held on a trial basis on April 3 and drew the participation of 34 brands from 15 companies and 92 media personnel. The event will be officially held on July 9.





■ Exhibitors at "Oishii Expo 2024 Spring"

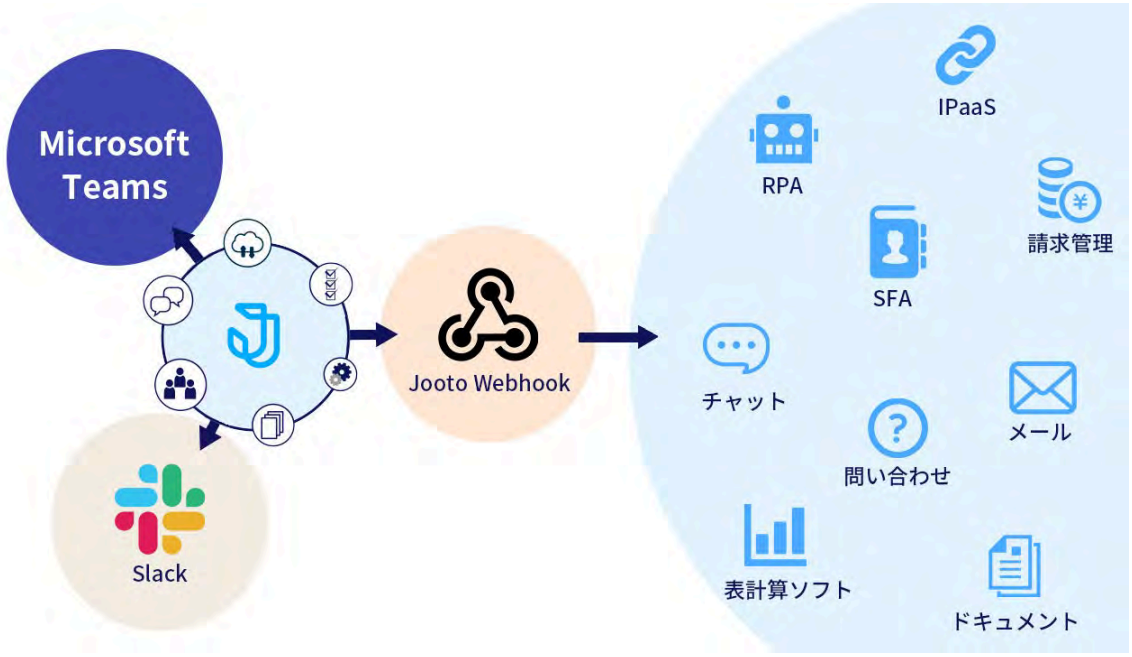
AOHATA Corporation; S&B FOODS INC.; KAGOME CO., LTD.; Kewpie Corporation; GINBIS CO., LTD.; KENKO Mayonnaise Co., Ltd.; ZENB JAPAN Co., Ltd.; NEW OTANI CO., LTD.; House Foods Group Inc.; PIETRO Co., Ltd.; HotLand Co., Ltd.; Nagatanien Co., Ltd.; NISSIN CISCO CO., LTD.; NONGSHIM JAPAN Co., Ltd.; Riken Vitamin Co., Ltd. (listed in Japanese alphabetical order; titles omitted)

■ Four themes

- Manufacturer representatives who enjoy long-standing food products launched over 20 years ago demonstrate creative ways to enhance these items.
- The first new "designated vegetable" in half a century! Now is the time to discover delicious ways to enjoy this much talked about vegetable. An in-depth broccoli exhibition.
- Enjoy a "blue sky meal" under the blue sky on your off day! The ultimate seasonings and more…
- Are you exhausted from your new lifestyle? Quick and easy ways to cook your own meals.

Press release: https://prtimes.jp/main/html/rd/p/000001398.000000112.html (in Japanese)

- We have implemented webhooks, thereby allowing for simultaneous integration between Jooto and all services that have published APIs.
- “API Integration Support Service Lite Plus” has been launched to support complex integration.



API Integration Support Service	Lite	Lite Plus	Pro
Services that can be integrated	Services with previous track record of integration with Jooto	Previous track record of integration with Jooto not necessary	Previous track record of integration with Jooto not necessary
Difficulty of implementation	Simple automation	Complex automation	Customization based on user’s needs
Contents provided	Requirement definition materials, complete code, integration building, lectures	Requirement definition materials, complete code, integration building, lectures	Requirement definition materials, complete code, integration building, lectures
Cost (excluding tax)	From ¥50,000	¥98,000	From ¥200,000

Press release: https://prtimes.jp/main/html/rd/p/000001379.000000112.html (in Japanese)

Tayori | Release of AI Chatbots (Beta Version)

- Users can now create AI chatbots easily by integrating FAQ data and embed these chatbots in their company's website, etc.
- The beta version of this feature will be available free of charge until around May, and after the official version is released, it will be available at no additional cost for users on Professional and Enterprise plans.





Kazuhiro Takeuchi
General Manager of Tayori Business Department

We believe that our AI chatbots will improve user experience for those who create and refine FAQs on Tayori on a day-to-day basis while creating opportunities for more people to take advantage of generative AI. We will also continue to provide an environment that further fosters trust with customers.

Press release: https://prtimes.jp/main/html/rd/p/000001384.000000112.html (in Japanese)

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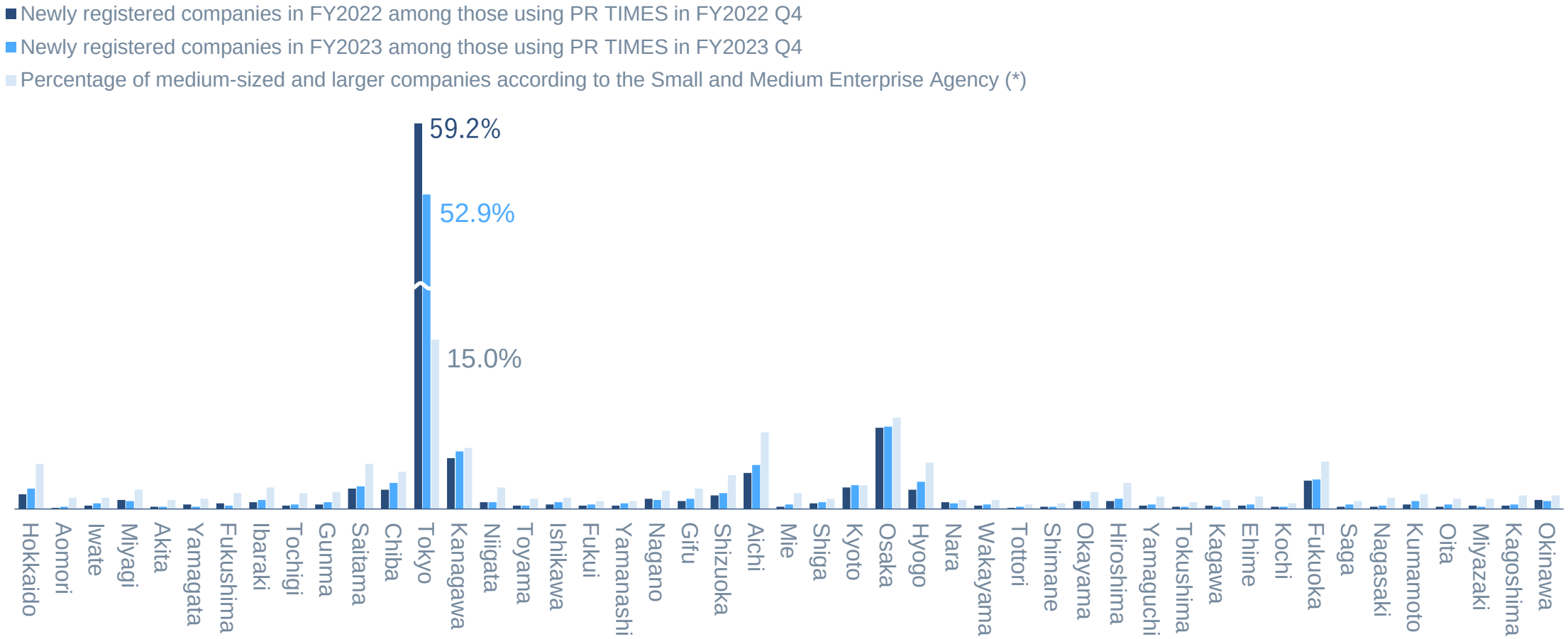
Financial Results Forecasts for FY2024

- We have positioned FY2024 as part of our investment period following FY2023 and will look to maintain R&D expenses as a percentage of net sales.
- We target higher revenue and profit, specifically a 19.8% year-on-year increase in net sales and an 8.8% year-on-year increase in operating profit.

(Millions of yen)	FY2023 full-year results	FY2024 full-year forecasts	Compared with results of the previous fiscal year		Range of forecasts
			Amount	Percentage	
Net sales	6,836	8,189	1,352	119.8%	±5.0%
Operating profit	1,746	1,900	153	108.8%	±15.0%
[Operating profit ratio]	[25.5%]	[23.2%]	_	[(2.3)%]	_
Ordinary profit	1,717	1,889	171	110.0%	±15.0%
Profit	1,161	1,276	114	109.9%	±15.0%

Business Plan for PR TIMES

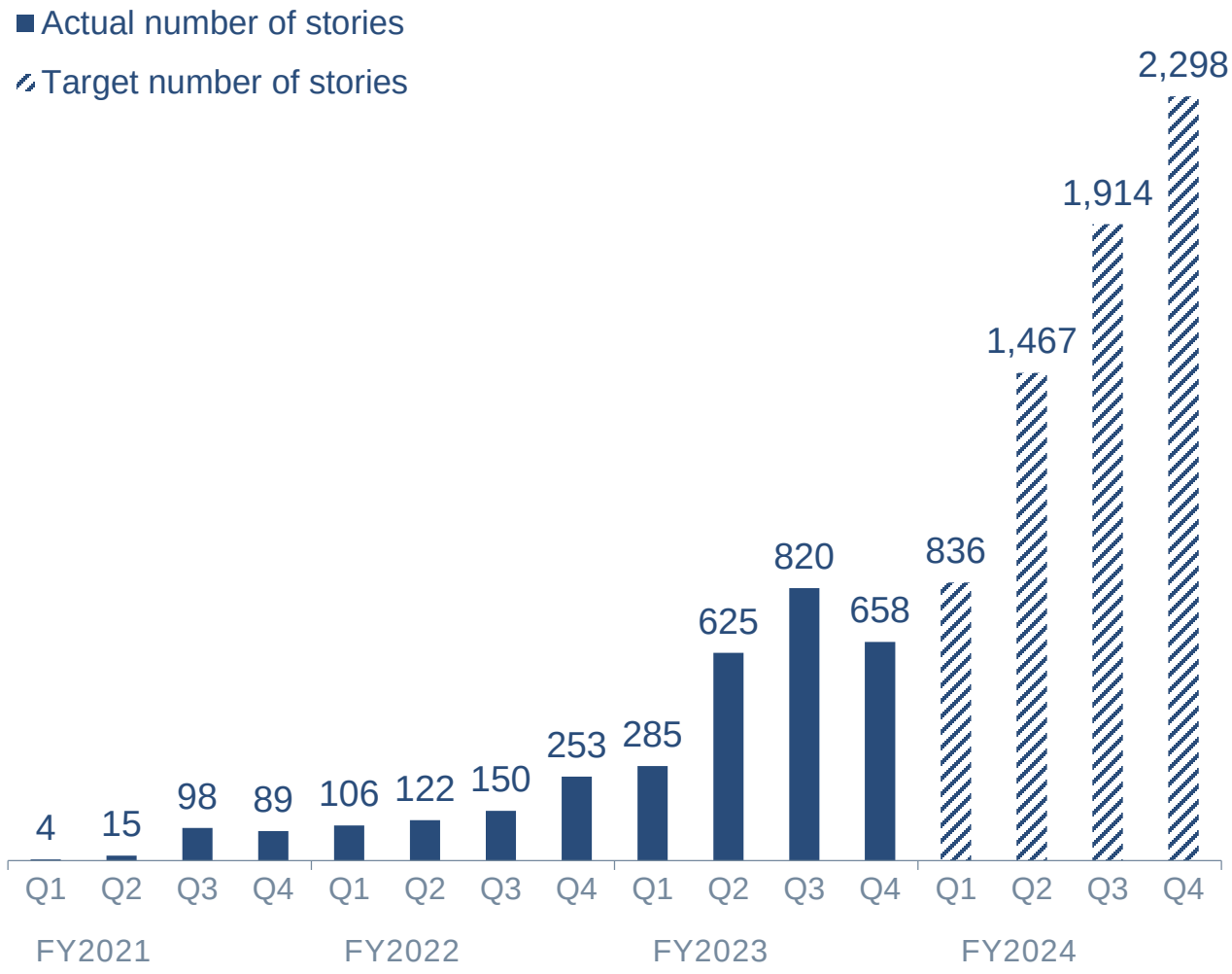
- First, we will continue to invest primarily in major metropolitan areas with a large number of medium-sized and larger companies to expand usage across all regions of Japan, and specifically, to establish new Kansai and Tokai branches.
- A new press release editor was released in the previous fiscal year, while other functions and the UI will be updated during the current fiscal year.
- We aim to expand our service line, enhance utility value, and establish a system for cross-selling.



*Small and Medium Enterprise Agency, “Number of corporations and business establishments that are small and medium-sized enterprises”

Business Plan for PR TIMES STORY

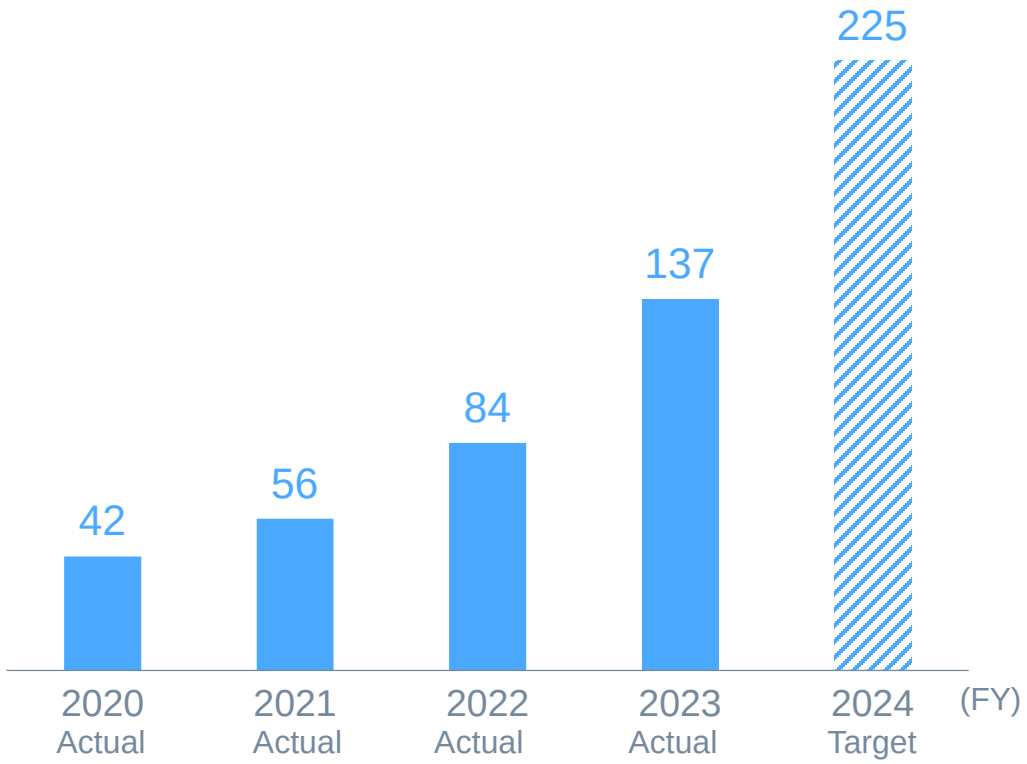
- We aim to achieve year-on-year growth of at least 2.7 times for PR TIMES STORY.
- We will widely propose the use of PR TIMES STORY not only to PR personnel but also to management and marketers in order to support story-writing for customers.

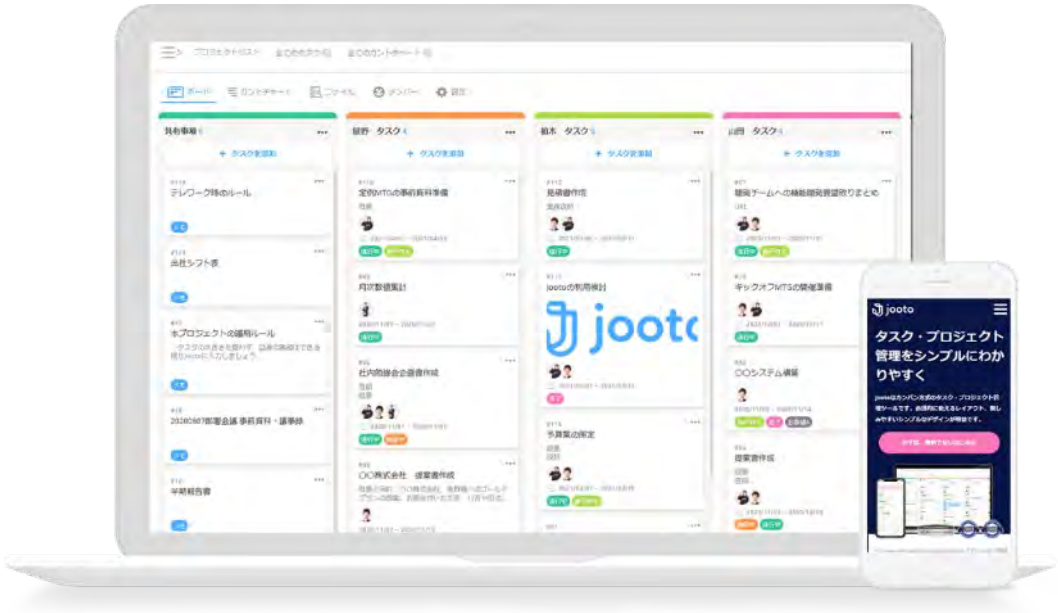




Business Plan for Jooto

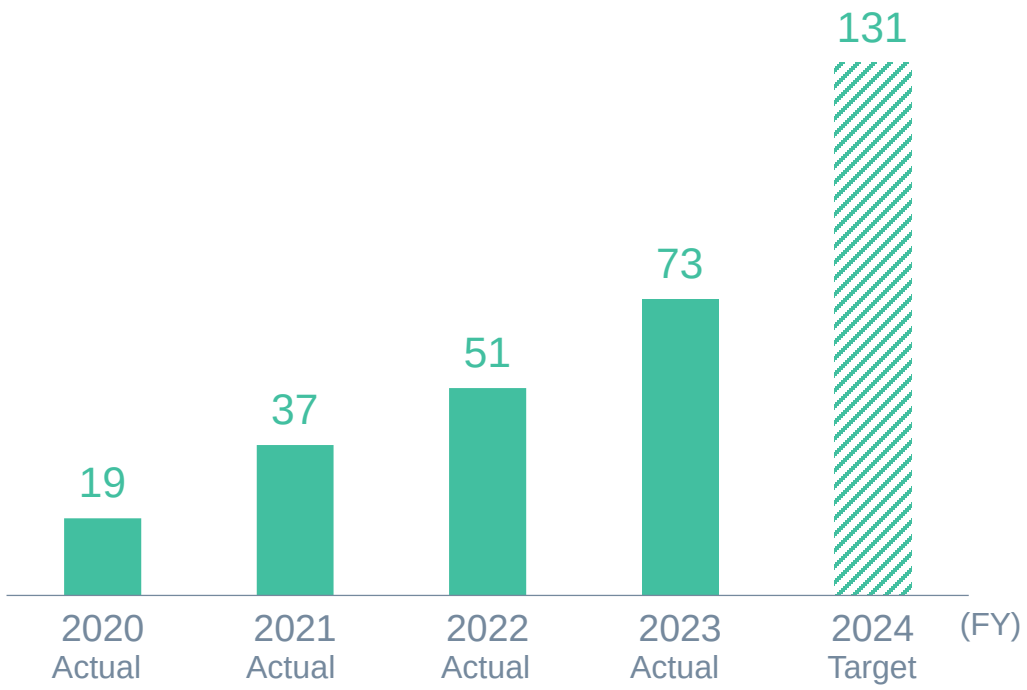
- Net sales for FY2023 were ¥137 million (1.6 times of that for the previous fiscal year; 93.8% of target).
- Target net sales for FY2024 are ¥225 million (1.6 times of that for the previous fiscal year).
- In addition to offering tools for small teams, we will also provide services and other solutions designed to address the business challenges of medium-sized enterprises and large companies.





Business Plan for Tayori

- Net sales for FY2023 were ¥73 million (1.4 times of that for the previous fiscal year; 84.4% of target).
- Target net sales for FY2024 are ¥131 million (1.8 times of that for the previous fiscal year).
- We seek to increase the number of new accounts through physical exhibitions and publicity via online media, and to enhance products such as inquiry management functions and AI chatbots.





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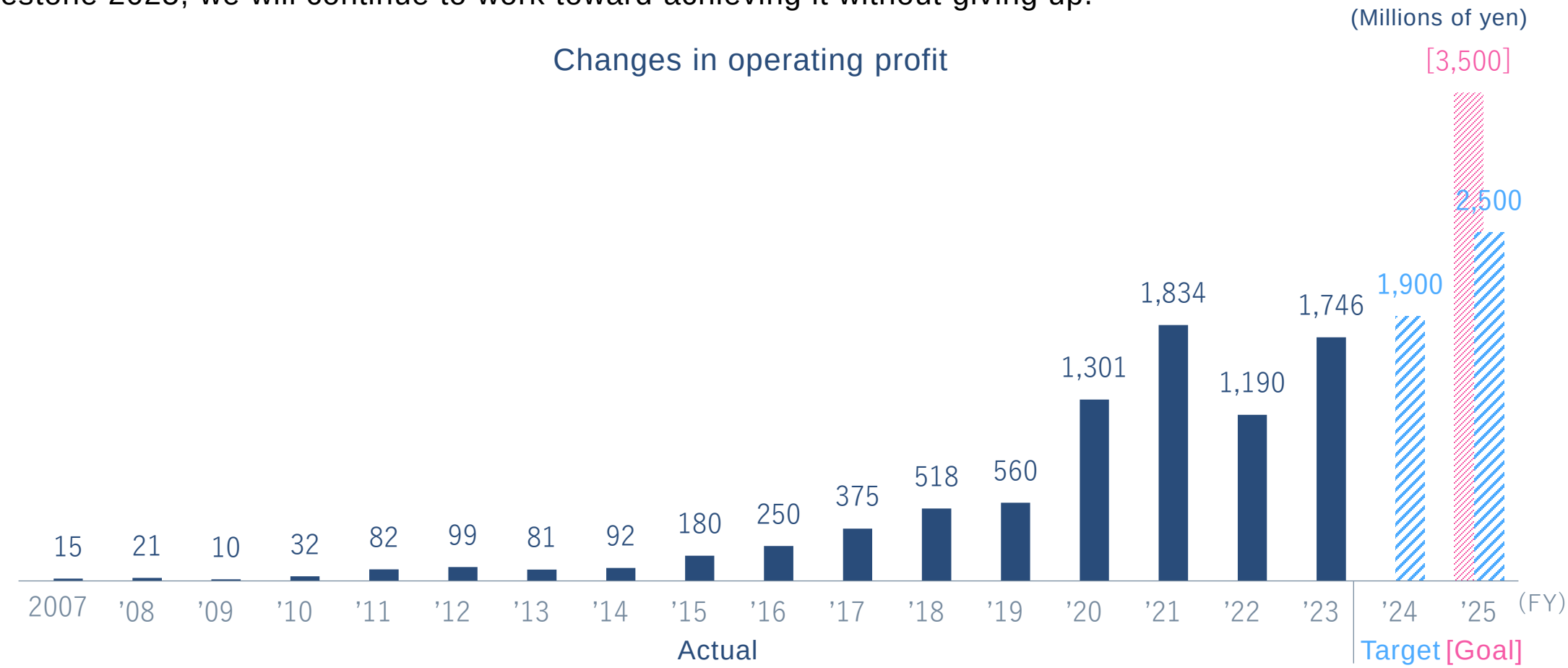
お客様からのクレームを
減らすのではなく、
お客様との良い関係をつくる。
そのためのTayoriです。



Milestone 2025 Profit Goal and Plans

- Although the financial results forecasts for FY2025 have not been determined at this point, we will continue to make aggressive and disciplined investments, steadily enhance the value of our business, and seek to achieve an operating profit of ¥2.5 billion by FY2025, while simultaneously aiming to take a huge leap forward.
- Despite the large gap between this target and the operating profit goal of ¥3.5 billion by FY2025 stipulated in Milestone 2025, we will continue to work toward achieving it without giving up.



Towards an Age Where Information Inspires Hearts and Minds

It has been a quarter of a century since the Internet first became a part of people's lives.

Each and every one of us can now edit and disseminate information.

However, the amount of information that is gathered with technology and casually disseminated continues to grow.

Unfortunately, the probability of encountering the information that we really need and the feelings and thoughts that we really wish to experience has decreased in general.

The unshakable truth is not what has been said but what has been done.

Actions do not lie.

Hence, it is imperative to leverage the power of the Internet and technology to amplify the value of information about people who carry out actions.

Information directly related to hard work will spark the most robust and inspiring movements.

This is true in sports, in the arts, in politics, in economics, and at work and at home.

It is also true for all things big and small.

As the quality and speed of dissemination of information from people who carry out actions increases, it can become a mainstream source of information in the world.

The stories and thoughts that emerge from this will move the hearts and minds of each and every individual around the world.

This will create a virtuous cycle of positive energy.

Our mission is to become such a platform.

A briefing session is held in addition to the release of this document. We also meet separately with analysts and institutional investors as necessary. We refrain from communicating important information that has not been publicly disclosed during the Q&A segments of the briefing session and individual meetings. In general, new important information will first be announced on PR TIMES.

With regard to the rounding of numbers in this document, figures below the unit of millions of yen are rounded down (but rounded off to the first decimal place in cases where decimals are shown), while percentages (%) are rounded off to the first decimal place in general.

All opinions and forecasts contained in this document are the views of the Company as of the date on which the document was prepared, and the Company does not guarantee the accuracy of such information.

Please note that actual results, etc., may differ due to various factors.