December 12, 2024

Company name: RAKSUL INC.
Representative: Yo Nagami
Representative Director, President and Group CEO
(TSE Prime Market Code No. 4384)
Contact: Masaru Sugiyama
Group CFO, SVP of Finance & Sustainability

Notice of Acquisition of Shares of All Marke Inc. (Making it a Sub-Subsidiary) by a Subsidiary of the Company

RAKSUL INC. (the "Company") hereby announces that the Board of Directors of NOVASELL INC. (hereinafter referred to as "NOVASELL"), a consolidated subsidiary of the Company, resolved today to acquired all shares of All Marke Inc. (hereinafter referred to as "All Marke") making it a subsidiary (a sub-subsidiary of the Company), as follows.

1. Reason for the Acquisition of Shares

All Marke is an independent web advertising management company that has grown rapidly since its establishment in 2020, and has been responsible for the strategic designing, planning, production, and operation and maintenance of digital marketing for many advertisers in areas such as human resources, education, and e-commerce. NOVASELL has developed a number of data-driven marketing solutions centered around the visualization of advertising effectiveness, and by making All Marke a subsidiary, NOVASELL will be able to take a unique approach to its clients' digital marketing, from strategy proposals to operations. In addition, it will also be possible to propose effective digital marketing measures and operations to Raksul's small and medium-sized business customers in the Company's new marketing and software-related business, and to achieve comprehensive and sustainable value provision.

In addition, this will allow our new marketing software-related business to be able to propose effective digital marketing measures and operations to Raksul's small and medium-sized customers, providing comprehensive and sustainable value to our customers.

2. Outline of the Target Company

(1) Company name	All Marke Inc.
(2) Location	Kuwano Building 2F, 6-23-4 Jingumae, Shibuya-ku, Tokyo
(3) Representative	Representative Director Daiki Sato
(4) Business overview	Web marketing and web advertising agency services
(5) Share capital	JPY 5 MM
(6) Date of establishment	February 4, 2020

3. Future Outlook

The impact of the Share Acquisition on the Company's consolidated financial results for the fiscal year ending July 31, 2025 is expected to be minimal. Based on the Company's policy of continuous M&A, RAKSUL Group will continue to explore various acquisition opportunities focusing on areas with synergies, to enhance synergy creation and expand its ecosystem.