



May 9, 2025

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Notice of Update Medium-Term Management Plan

Syuppin Co., Ltd. (“the Company”) hereby announces that its board of directors meeting held today updated the Medium-Term Management Plan for the three years.

1. Management Plan

	(Million Yen)				
	FY03/2024(A)	FY03/2025(A)	FY03/2026(P)	FY03/2027(P)	FY03/2028(P)
Net Sales	48,841	52,658	54,940	61,487	69,016
Operating Profit	3,343	3,396	3,417	3,717	4,415
Ordinary Profit	3,344	3,368	3,387	3,687	4,385
Net Income	2,322	2,020	2,303	2,507	2,981

Note: (A) Actual, (P) Plan

*The forward-looking statements, including earnings forecasts, contained in this document are based on information currently available to the Company and certain assumptions that the Company considers reasonable. Actual results may differ significantly due to various factors.

2. Reasons of Updated Plan

For the previous period (fiscal year ended March 2025), in the camera business, we focused not only on AI initiatives such as “AIMD (AI-driven Merchandising system)” and “AI-driven content recommendations,” but also on producing video content, including YouTube. In the watch business, we leveraged “AI Support for MD” to control inventory holding risks associated with price fluctuations. However, due to factors including exchange rate fluctuations, both revenue and profit ended below the levels of the previous year. In the third quarter, we reexamined the asset nature of software assets (software in progress) following a change in the development plan for the core system, and as a result, recorded an impairment loss of 386,303 thousand yen as an extraordinary loss.

As a result, although we achieved increased revenue and operating income at the company-wide level, net income for the period declined.

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.

In the medium-term management plan formulated this time, we aim to transform into an Emotionally Inspiring Company (EIC) and will continue to utilize AI to drive both revenue growth and cost optimization. We also plan to strengthen our digital foundation through the replacement of our core system and data warehouse.

In the camera business, we will leverage the in-house studio established in the previous period to further enhance video content. Centered on our business model of “creating a marketplace where valuable new and pre-owned items can be traded safely and securely via the Internet,” we will further reinforce the “One-to-One Marketing” and “AIMD” frameworks we have developed to date, aiming to expand customer touchpoints nationwide.

In the watch business, we will strive to optimize inventory levels while keeping a close eye on price trends and market movements, and enhance sales through the use of video content.