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March 7, 2025

For Immediate Release

Company name	CERES INC.
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Progress Status Based on the Plan for Compliance with the Listing Maintenance Standards (Complied)

CERES INC. (the "Company") submitted and disclosed its plan to comply with the criteria for maintaining its listing on the Prime Market on February 10, 2023, and February 9, 2024. The Company hereby provides an update on the progress of the plan as of December 31, 2024.

1. Compliance Status with Listing Maintenance Standards and Planning Period

As of December 31, 2024, the Company has successfully met all the listing maintenance standards for the Prime Market. Please refer to the details below for further information on the Company's compliance status, including its progress over time.

		Number of shareholders	Number of tradeable shares (units)	Market capitalization of tradable shares	Ratio of tradable shares
The Company's compliance status	As of December 31, 2022	6,415	79,686	¥7.30 billion	66.6%
	As of December 31, 2023	6,329	79,696	¥7.83 billion	66.4%
	As of December 31, 2024	**10,584**	**80,890**	**¥18.18 billion**	**66.9%**
Listing maintenance criteria		800	20,000	10.0 billion	35%
Compliance status		**Complied**	**Complied**	**Complied**	**Complied**

*The Company's compliance status is determined by the distribution of its share certificates, among other factors, as defined by the Tokyo Stock Exchange on the basis date.

2. Efforts and Evaluation for Compliance with Listing Maintenance Standards

To meet the criteria for the market capitalization of tradable shares, the Company has adopted the following basic policies:

① Improving earnings per share (EPS) through profit recovery

② Reducing the cost of capital and improving the P/E ratio through enhanced investor relations activities

③ Increasing profits through the steady implementation of the Medium-Term Management Plan 2026 (five-year plan)

Based on these policies, the Company has worked to enhance its Market capitalization of tradable shares.

① Higher EPS due to recovery in business performance

For the fiscal year ending December 2024, the Mobile Services segment achieved a significant increase in profits due to improvements in the gross profit margin of *Moppy*, the Company's operated point site, strong sales in the D2C segment handling cosmetics and healthcare products, and improved utilization rates at Yumemi, a consolidated subsidiary that supports the digital transformation (DX) of client companies.

Consolidated Financial Results

	Net Sales	Ordinary profit	Profit attributable to owner of parent	EPS
Year ended December 31, 2022	¥20,536 million	¥679 million	¥46 million	¥4.12
Year ended December 31, 2023	¥24,070 million	¥1,217 million	¥451 million	¥39.57
Year ended December 31, 2024	¥27,706 million	¥2,677 million	¥1,480 million	¥128.96

② Reduction of Cost of Capital and Improvement of Valuation (P/E Ratio) Through Enhanced IR Activities

The Company has strengthened shareholder returns and investor relations (IR) activities with a focus on reducing the cost of capital and improving valuation metrics, particularly the price-to-earnings (P/E) ratio.

As for shareholders return, The Company's basic policy is to pay stable dividends based on a capital policy that takes into account investments for growth, etc. The dividend forecast for the fiscal year ending December 31, 2024 was set at ¥20.00 at the beginning of the period, but in anticipation of strong consolidated performance during the period, the Company has increased the total dividend to ¥60.00, including a commemorative dividend of ¥20.00 for the 10th anniversary of its listing, We plan to pay a regular dividend of ¥60.00 per share for the fiscal year ending December 31, 2025.

In addition, we have established a new shareholder perk in which shareholders who hold at least one unit of our stock at the end of December 2024 will receive crypto assets equivalent to ¥10,000. To receive the crypto assets, shareholders is required to open an account on CoinTrade, a crypto asset exchange operated by Mercury, and we hope that this will not only increase the investment appeal of our shares, but also provide an opportunity for shareholders to deepen their understanding of our group's services.

Shareholder returns

	Annual Dividends	Dividend payout ratio	Ratio of dividends to net assets	Shareholder perk
Year ended December 31, 2022	¥20.00	484.9%	2.5%	-
Year ended December 31, 2023	¥20.00	50.5%	2.5%	-
Year ended December 31, 2024	¥60.00 (Commemorative dividend ¥20.00) (Ordinary dividend ¥40.00)	46.5%	6.8%	More than 1 unit crypto currency equivalent to ¥10,000
Year ended December 31, 2024 (Forecast)	¥60.00	32.9%	－	More than 1 unit crypto currency equivalent to ¥10,000

As for IR activities, we focused on the following; (1) information disclosure that contributes to investment decisions by enhancing qualitative information and growth indicators based on feedback from investors. In addition, (2) we promoted the improvement of convenience for investors through simultaneous disclosure of financial results materials in English and Japanese and transcription of the results briefing sessions. (3) We also created opportunities for two-way communication with investors by proactively approaching sell-side analysts and institutional investors and increasing the number of IR briefings for individual investors.

Market capitalization of tradable shares, PBR, PER and ROE

	Market capitalization of tradable shares	PBR	PER	ROE
Year ended December 31, 2022	¥7.30 billion	1.18 x	9.37 x	0.5 %
Year ended December 31, 2023	¥7.83 billion	1.22 x	33.37 x	5.0 %
Year ended December 31, 2024	¥18.18 billion	2.32 x	20.89 x	14.6 %

*PBR and PER are calculated using the October-December average of the market capitalization of traded stocks for each year.

③ Growth in Business Performance Through Steady Implementation of Midterm Business Plan 2026 (Five-Year Plan)

The mobile services business, including the core point site *Moppy*, continues to drive sales and profit growth as a cash cow, while the financial services business, including Mercury, is spearheading innovation and is positioned as the Company's next growth driver.

For the fiscal year ending December 31, 2025, which marks the midpoint of our Medium-Term Management Plan, we have forecasted increased sales and profit growth driven by the strong performance of all business segments, including *Moppy*. Additionally, the crypto asset market is expected to remain active going forward.

To further accelerate growth, we are strategically pursuing mergers and acquisitions (M&A) and business investments in line with market trends. As part of our Medium-Term Management Plan 2026, we aim to achieve a cumulative investment of ¥30 billion by the end of the fiscal year 2026.

Medium-Term Management Plan 2026

	Net Sales	Ordinary profit	Profit attributable to owner of parent*	EPS
Year ended December 31, 2024	¥27,706 million	¥2,677 million	¥1,480 million	¥128.96
Year ended December 31, 2025 Forecast	¥30,700 million	¥3,400 million	¥ 2,100 million	¥182.44
Year ended December 31, 2026 Target	¥40,000 million	¥10,000 million	¥ 6,938 million	―

* Year ended December 31, 2026 target Profit attributable to owner of parent is calculated as below

Ordinary profit target for Year ended December 31, 2026 × (1 - effective tax rate)

As a result of the above efforts, the market capitalization of tradable shares reached ¥18.18 billion, significantly exceeding the listing maintenance requirement of ¥10 billion. Consequently, the Company has met all criteria for maintaining its listing ahead of the planned period, originally set for the end of December 2026.

Moving forward, we will continue to strive for sustainable growth and further enhancement of corporate value as a Prime Market-listed company.

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