July 22, 2025

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

Notice of Acquisition of Shares of FUSION Inc. by our Subsidiary (Making it a Sub-Subsidiary)

RAKSUL INC. (the "Company") hereby announces that its subsidiary, NOVASELL INC. (President and CEO: Masaki Tabe, hereinafter "NOVASELL"), has entered into a share purchase agreement to acquire all shares of FUSION Inc. (hereinafter "FUSION"), and make it a wholly owned subsidiary of NOVASELL (a sub-subsidiary of the Company), based on a resolution passed at the Company's Investment Committee meeting held today.

1. Reason for the Acquisition of Shares

RAKSUL Group (the "Group") announced its "Medium-Term Financial Policy" in March 2024, aiming to further enhance its competitive edge and customer value through continuous M&As in addition to organic growth of existing businesses.

FUSION is a digital marketing agency with deep expertise in social media video advertising, particularly on platforms such as TikTok and Instagram. The company is distinguished by its strong creative production capabilities aimed at younger demographics and its ability to manage the full advertising lifecycle, from brand awareness to performance marketing.

Through this acquisition, the Group will gain FUSION's specialized knowledge and creative production functions in the social media video advertising field. This will further strengthen the service lineup offered by NOVASELL and contribute to the sustainable growth and enhancement of the Group's corporate value.

2. Outline of the Target Company

(1) Company name	FUSION Inc.
(2) Location	10F VORT AOYAMA II, 2-1-12 Shibuya, Shibuya-ku, Tokyo
(3) Representative	Representative Director: Ryosuke Maeda
(4) Business overview	Digital marketing agency
(5) Share capital	JPY 1 MM
(6) Date of establishment	March 9, 2020
(7) Financial Results (Fiscal year ended February 2025)	Gross Sales: JPY 2,235MM Net Sales: JPY 989MM EBITDA: JPY -49MM

3. Schedule of the Share Acquisition

Date of execution of the share purchase agreement	July 22, 2025
Date of execution of share transfer	August 1, 2025 (Scheduled)

4. Future Outlook

As the share transfer is scheduled for August 1, 2025, it will have no impact on the consolidated financial results for the fiscal year ending July 31, 2025.