Translation

Notice: This document has been translated from the Japanese original for reference purposes. In the event of any discrepancy between this translated document and the Japanese original, the latter shall prevail.

June 17, 2025

Company Name note inc.
Representative Founder & CEO Sadaaki Kato
（Securities code:5243 TSE Growth）
Inquiries CFO, Board Member Yukihiro Kashima
TEL. 050-1751-2329

note Launches AI Training Data Provision Program:
Creating New Revenue Opportunities for Creators

note is launching an initiative to provide content for AI training to AI businesses, aiming to create new revenue opportunities for our creators. This means that when a creator's content is used as training data by an AI business, the revenue generated from that use will be shared back with our creators. To facilitate this, we will amend a portion of note's Terms of Service, effective August 1, 2025.

You can choose whether to provide your content for AI training and whether to receive compensation. If you prefer not to have your data used for AI training, you can change your settings at any time from your My Page. Note that this initiative applies to all text content posted on note, including free and paid articles, and membership benefits. It does not apply to images, audio, or video content.

This new system will take effect on August 1, 2025. To give creators time to prepare, we're providing a period starting today, June 17, 2025, during which you can adjust your settings to specify whether your content can be used for AI training. We'll broadly announce the changes to the Terms of Service and instructions on how to adjust your settings via our email newsletter, official note articles, and social media channels, as well as through pop-up notifications when you log in to note.

note is currently in discussions with multiple AI businesses to provide content for AI training and receive compensation. Our goal is to create a system that appropriately distributes the revenue generated from this to our creators, thereby creating new earning opportunities for them.

While we believe this initiative will contribute to our company's performance improvement in the mid to long term, the impact on our consolidated financial results for the fiscal year ending November 2025 is expected to be minimal at this point. We will promptly disclose any information if it becomes clear that this initiative will have a significant impact on our business performance in the future.

１．Why We're Launching This Initiative

Generative AI offers a significant boost to our creative activities. However, the mechanisms for obtaining consent for training data and compensating creators are still not fully developed. We also face the challenge that it's difficult to completely prevent works published online from already being used for AI training.

Given these circumstances, note conducted a three-part pilot program from February 2025 to test a system where creators receive compensation for AI training. This reaffirmed our belief in the importance of a mechanism for

returning value to creators.

Many creators participated in the pilot, providing positive feedback like, "I felt my creative work was fairly valued," and "I'm hopeful about new revenue possibilities."

Based on this feedback, note decided to launch this new endeavor, concluding that we can provide creators with an additional option for earning income. This system is still evolving, and we plan to make continuous improvements moving forward.

Furthermore, on topics where technology, creativity, and societal challenges intersect, we'll continue to engage in discussions with a wide range of stakeholders, including creators, publishers, broadcasters, government agencies, and AI businesses, as we work to build a better ecosystem.

２． Past Initiatives

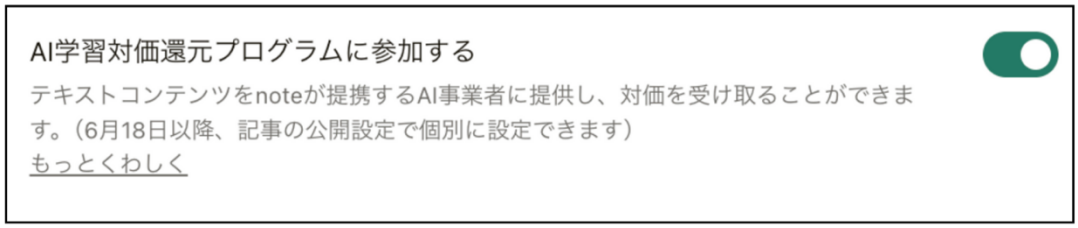
・First Pilot Program (February 25, 2025 – April 8, 2025): We tested a compensation model based on individual creator works and built the foundational logic for calculating remuneration.
・Second Pilot Program (April 21, 2025 – May 9, 2025): We enhanced the accuracy of our compensation calculation logic by incorporating new evaluation metrics.
・Third Pilot Program (May 15, 2025 – June 2, 2025): We further refined the compensation system by analyzing the output from generative AI.

Please see the results of the first pilot program here.
https://note.jp/n/nf35741e37ab3（This page is in Japanese only）

３． Regarding revenue sharing

The compensation received from AI businesses will be distributed to creators after deducting note's operational fees. We're currently developing the specific distribution logic and will announce the details once finalized. Furthermore, we'll only partner with AI businesses that are trustworthy, considering aspects such as technological transparency, ethical standards, and legal compliance.

４． Settings Screen Image



・Default Setting: The default is set to "Participate (On)."
・Opting Out of Data Provision: If you prefer not to provide your data, please change the setting to "Off (Do not participate)" on the settings screen.
・Per-Article Settings: In addition to the account-wide setting, you can also choose to participate or opt out on a per-article basis (configured on a separate, dedicated screen).

５． Comment from CEO Sadaaki Kato

Generative AI is an incredibly useful tool for creators. However, the use of content for training by generative AI companies has sparked various discussions, with the issues of consent and compensation being particularly significant challenges. At note, we are committed to finding solutions to these issues. We've introduced features allowing creators to opt out of AI training and have been conducting ongoing pilot programs to compensate creators

for content used in AI training.

note's mission is to " Start, and Keep on Creating." We believe that this initiative, including the upcoming terms of service revision, can build a new ecosystem for creation and compensation in the AI era. This is a rapidly evolving field with few global precedents.　Moving forward, we will continue to listen to your feedback as we work to create an environment that makes it even easier for creators to pursue their creative work.

６．Frequently Asked Questions (Excerpt)

Q. How much will the compensation be?

At this time, the specific compensation amount has not been determined. We are currently designing a logic to appropriately distribute the profits to all of you, based on the results of past pilot programs. We will provide an update once the details are finalized. Please note that the profit distribution to creators will be the amount remaining after deducting note's operational fees from the compensation received from AI businesses.

Q. Why is the Default Setting "Participate (On)"?

The purpose of this program is to maximize the compensation for our creators and the amount they receive. The more content we can provide, the stronger our negotiating position with AI businesses becomes, which helps us increase the compensation for individual creators. That's why the default setting for AI training data provision is "Participate (On)." Of course, if you prefer not to have your data used for AI training, you can easily change your setting to "Do not participate" from your My Page at any time.

For more detailed FAQs, click here.
https://www.help-note.com/hc/ja/articles/44723422427417（This page is in Japanese only）

＜note＞

note is a media platform where creators post text, images, audio, and videos, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. Individuals and corporations mingle, expanding opportunities to find things they like and meet interesting people. The service launched in April 2014, and approximately 54.62 million works have been created. The number of members has reached 9.38 million (as of February 2025).

●URL：https://note.com/
●iOS App：https://itunes.apple.com/jp/app/note-noto/id906581110
●Android App：https://play.google.com/store/apps/details?id=mu.note

＜note inc.＞

Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, stores can introduce products by shops and brand owners, and corporations and organizations can use note pro to disseminate information.

Address: 6-6-2 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan
Date of Establishment: December 8, 2011
Representative Director and CEO: Sadaaki Kato
Corporate Website: https://note.jp

＜Inquiries regarding this matter＞

note inc. IR inquiry desk: https://ir.note.jp/inquiry