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note inc.
November 4, 2025

note Launches New Service "note IR Writing Plan" to Support IR Communication, Combining AI and Professional Editing in Response to TSE's Mandate for IR Systems



note today announced the launch of a new service, **"note IR Writing Plan,"** in collaboration with StoryHub Inc., a company that provides the all-in-one AI editing assistant "StoryHub." **This service is designed to support the IR activities of listed companies**. Against the backdrop of the Tokyo Stock Exchange (TSE) mandating the establishment of IR systems, many companies face challenges such as a lack of dedicated IR staff and difficulty in clearly communicating their company developments to investors.

The "note IR Writing Plan" is available to companies subscribing to "note pro," the advanced corporate plan. It offers a one-stop solution for IR content planning, development, and production, leveraging both AI and professional editors. The goal is to help companies convey their vision and strategy to investors as compelling "stories that resonate."

Detailed Article (Japanese): https://hubs.ly/Q03Qn3px0

Background of the New Service Launch

Effective July 2025, the Tokyo Stock Exchange (TSE) is mandating that all listed companies "establish an IR system." This requires companies to enhance their IR activities and create mechanisms to communicate their corporate philosophy and activities more clearly and effectively.

However, many listed companies, particularly those on the Growth Market, lack sufficient dedicated IR and public relations teams. They struggle with the challenge of disseminating information effectively with limited resources. According to a survey published by the Japan Investor Relations Association (JIRA) in August 2025 (Note 1), only 50% of companies reported having an "established IR system" even after the mandate.

Furthermore, IR activities for listed companies are shifting. Beyond traditional disclosure of financial information, **there is a growing trend to focus on non-financial information, such as the company's vision and growth narrative (story)**. A JIRA survey (Note 2) shows that the percentage of companies disclosing ESG and other non-financial information alongside their IR activities has increased significantly, rising from 61.2% in 2022 to 75.9% in 2025, a jump of 14.7 percentage points over three years.

n response to these trends, the number of companies using note to communicate with shareholders and investors is increasing. "IR note Magazine" (Note 3), a medium operated by note where listed companies directly deliver IR information to investors, now has 131 participating companies and over 2,100 followers (as of the end of September 2025), attracting significant investor attention. This evolving market environment and increasing need led to the launch of the "note IR Writing Plan."

Note 1: Japan Investor Relations Association, "Survey Results on the 'Establishment of an IR System'" (Japanese only) https://www.jira.or.jp/news/detail?id=258&category=2
Note 2: Japan Investor Relations Association, 32nd "Survey on the State of IR Activities" (2025) and 29th (2022) (Japanese only) https://www.jira.or.jp/download/survey/202506_summary.pdf
日本IR協議会　第29回「IR活動の実態調査」(2022年) https://www.jira.or.jp/download/gaiyou2022.pdf
Note 3: IR note Magazine URL https://note.com/notemagazine/m/m530d4bde968b

Overview of the "note IR Writing Plan"

The "note IR Writing Plan" is an IR support service that combines note Corporation's platform's "power to reach investors" with StoryHub Inc.'s "power to create" through its know-how in Generative AI and professional editing.

note's Monthly Active Users (MAU*) exceed 73.59 million, with the growth rate of the economy/investment category (including economic analysis and stock analysis) surpassing the overall growth rate of note. This environment, where readers seeking investment information are increasing, allows companies to reach a wide audience of investors.

This plan provides comprehensive support from planning to article production, utilizing professional editing and photography to create high-quality IR content quickly. By leveraging "Story-based IR" to communicate the company's appeal, the service visualizes the company's unique value and growth potential that may not be conveyed by numbers alone. This supports the enhancement of corporate value and the building of stronger investor relations.

*MAU (Monthly Active Users) is the total number of active browsers (including non-members) who accessed "note" at least once a month. Figure as of February 2025.

＜Key Deliverables and Value＞



Content Production：One article each of the following
・Earnings Report Article: Based on disclosure materials or videos related to financial results
・Interview Article: Interview with management/business leaders + photography + article production

Value Proposition：Creation of IR stories that are "quick, easy to understand, and affordable," and capable of broad dissemination on the note platform.

Eligibility：Exclusive to companies subscribing to note pro.

Event: "Information Dissemination in the Age of Mandatory IR: Learning from Data and Case Studies to Enhance Corporate Value"

To celebrate the launch of the plan, a seminar on the theme of "Information Dissemination in the Age of Mandatory IR" will be held (targeting IR/PR staff and management of listed companies). The event will feature lectures by IR experts and case study presentations from companies actively strengthening their IR systems.

■Date & Time
Thursday, December 4, 19:00 - 21:00 JST (Reception starts at 18:30 JST)

■Participation Methods
（1）In-person attendance at our event space (Yotsuya, Tokyo)
（2）Remote viewing via Zoom Webinar

■Program
Part 1: What Information Should Companies Disseminate in IR?
Toshihito Goto (CEO, FiNX Corporation)
Tomohide Maki (CEO, MIH Advisory Inc.)
Hiromasa Saito (CEO, Steins Co., Ltd.)

Part 2: Corporate IR Dissemination Case Studies: Learning from Success
Shunji Mitsui (Manager, IR Department, Corporate Strategy Division, UNITED ARROWS LTD.)
Moderator: Motohiko Tokuriki (note Producer / Blogger)

To register for the event, please sign up here:
https://hubs.ly/Q03QSz5G0

Service Launch Commemorative Campaign

Customers who simultaneously apply for a note pro annual contract and the note IR Writing Plan during the campaign period will receive up to three months of note pro usage for free.

Campaign Period: November 4, 2025, to February 6, 2026
Campaign Price: note pro Annual Fee: ¥720,000 (Excluding tax)

*This is a savings of ¥240,000, as the usual annual price is ¥80,000 per month ×12 months (equivalent to ¥960,000).
*The normal annual fee from the second year onwards will be ¥880,000 (Excluding tax) per year.
*Monthly payment plans are not eligible for this campaign.

For more details, please see the following article (Japanese only):
https://hubs.ly/Q03Qn3px0

About StoryHub Inc.

StoryHub Inc. operates under the mission, "To be a hub for co-creating valuable stories." It is a startup that develops and provides an all-in-one AI editing assistant capable of producing high-quality content cost-effectively and efficiently.

Location: 9F Toho Hibiya Building, 1-2-2 Yurakucho, Chiyoda-ku, Tokyo (within Business Airport)
Representative: Shota Tajima, Representative Director
Established: April 2022
Business: Planning, development, and operation of internet businesses
URL: https://storyhub.jp/

note pro

note pro is note's advanced plan designed for corporate use. It is a service that helps companies easily create and sustainably manage their own media (owned media) within the highly active note community. Companies use note pro for various goals, including "Branding," "Recruiting," "Building Fan Communities," and "Subscription services." We offer comprehensive support for media management, helping companies connect with engaged, positive users and deepen those relationships.

URL：https://pro.lp-note.com/

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 64.07 million works have been created. The number of members has reached 10.52 million (as of August 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, shops and brand owners can showcase products in their stores, 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

【For inquiries regarding this press release】
note inc. IR inquiry desk: https://ir.note.jp/inquiry