FY3/2025 Q4
Earning Results and Company Overview

GENOVA, Inc.

TSE Prime Market: 9341 JT

GENOVA

1 Business Overview

2 FY3/2025 Q4 Financial Highlights

3 FY3/2026 Financial Forecast

4 Growth Strategies / Other Initiatives

GENOVA

Business Overview

MISSION

Creating a Healthy Society by Connecting People and Medical Care

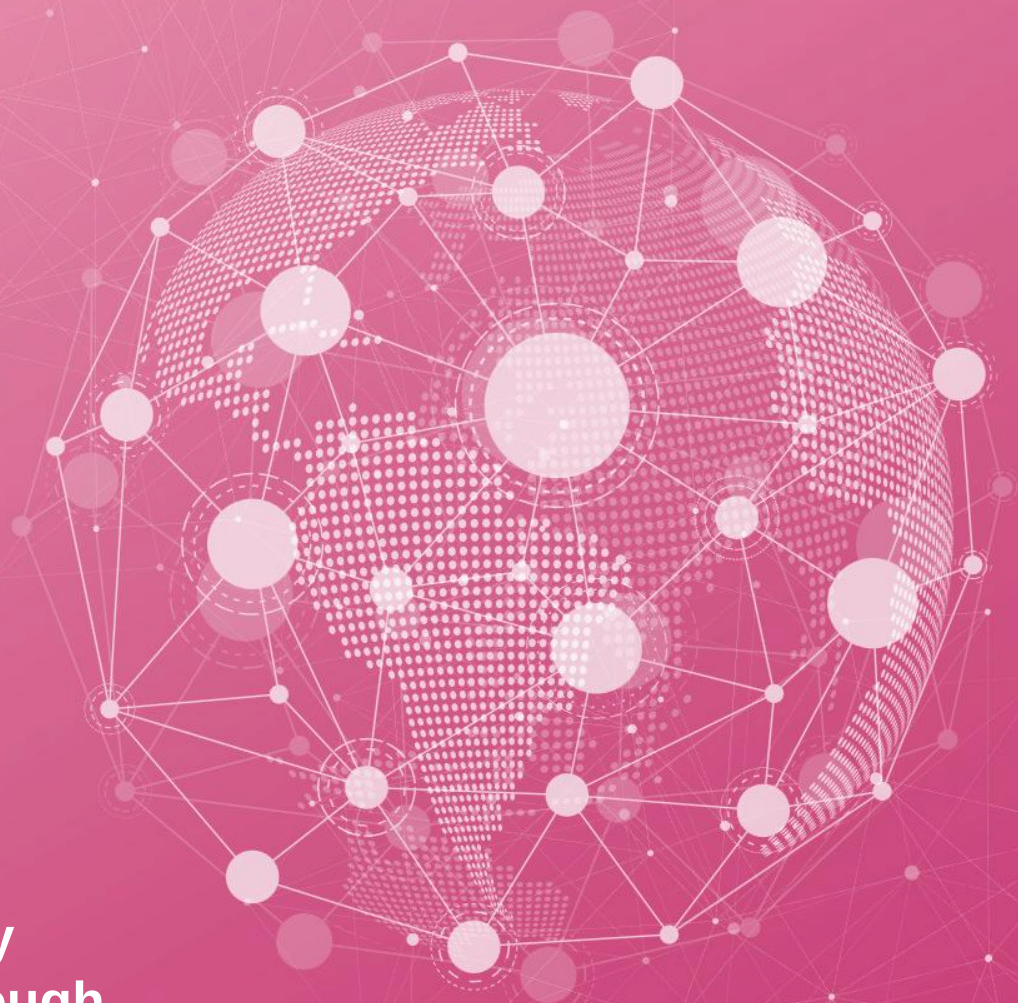
VISION

Medical Platform

Creating the 21st Century Medical Care Infrastructure

Smart Clinic

Maximizing Clinic Productivity And Patient Convenience through Clinic Automation



Executive Snapshot

GENOVA

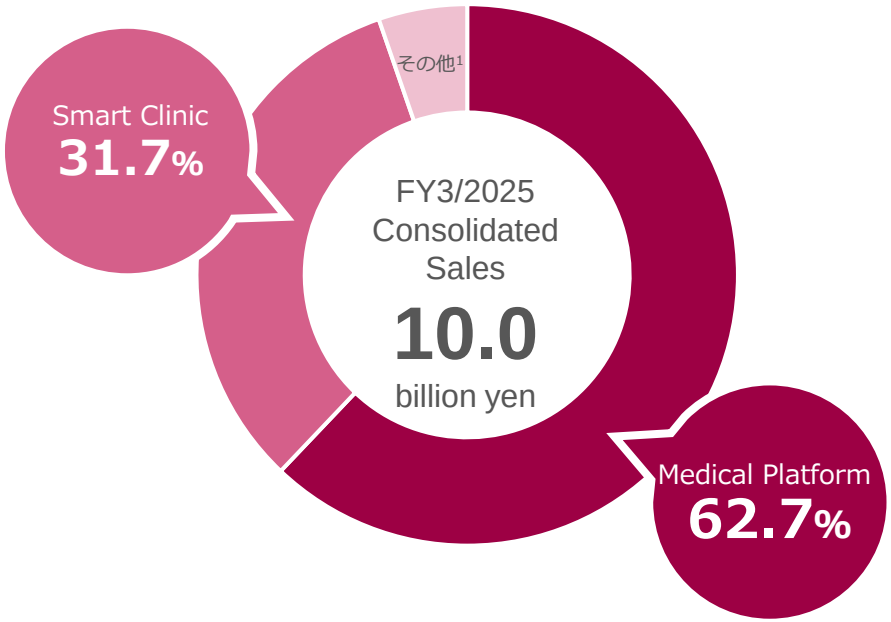
Consolidated Sales
10.0bn yen
(＋15.2% YoY)
FY3/2025 8.68bn yen

Operating Profit
2.02bn yen
(△12.0% YoY)
FY3/2025 2.30bn yen

Number of contracts signed this fiscal year
6,948
(＋18.8% YoY)
*Total number of contracts for the Medical Platform Business and the Smart Clinic Business

Number of existing clients
Approx. 16,000
*Calculated as the number of clients who are under contract or have been under contract in the past (number of companies).

Composition of Net Sales





Medical Platform Business

PV YoY
142.4%
UP

16,454 Articles※
18.48 mn PV

+3,151 Articles YoY, +4.30 mn PV YoY

※Includes articles freely distributed to the general public



Smart Clinic Business

Total number of Automatic payment/reception machines and self-payment machine installed

2,430 machines

+466 machines YoY

1. Sales other than Smart Clinic and Medical Platform include website production, server management, consulting, and other sales. These domains accounted for 5.6% of total sales.

GENOVA

Medical DOC

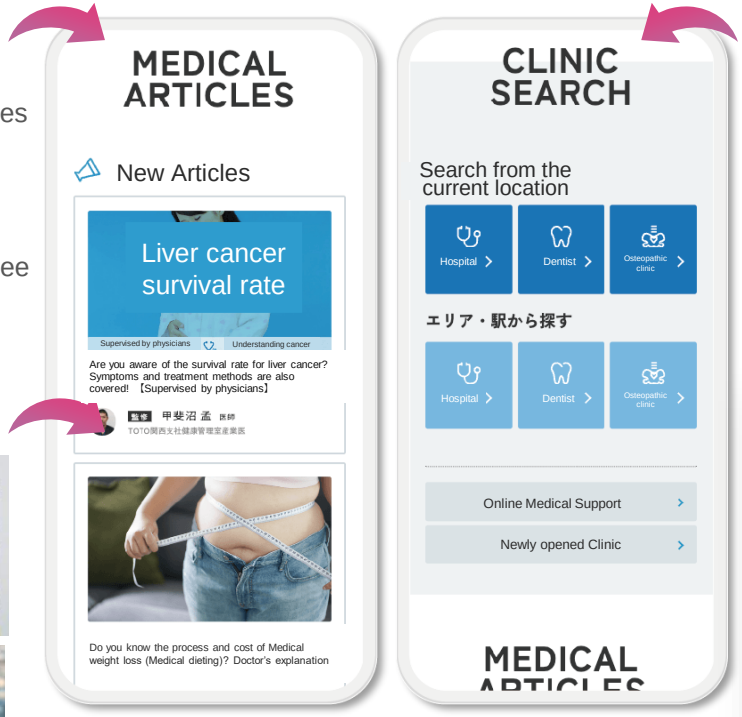
Management of internet media to publish medical articles

Free distribution of medical information to the users

We provide medical information articles supervised by physicians, articles of celebrities on their experiences of fighting illnesses and articles on efforts to prevent disease as educational content to increase interest in familiar health issues for the general users free of charge. We do not provide this service to medical institutions for a fee.

Distribution of Talent Articles (My Medical Record)





Directing patients to the appropriate medical facility

Fee-based production and distribution of medical institution

With the background of users acquired through medical information content, we offer a fee-based service for medical institutions to produce articles and videos introducing medical institutions. General users can view this service for free.

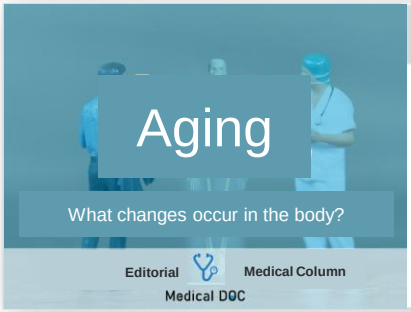
Medical Advisory System

In our medical media, we have established a Medical Advisory System to ensure medical accuracy, where medical advisors review the content for scientific validity and reliability.

Medical Advisors	Supervising Medical Experts
21 people	2,047 peoople

Main Content on Medical DOC

Medical Information Articles



Medical and Dental Columns

Approx.3,100 articles

- Supervised by a wide range of healthcare professionals, including doctors, dentists, pharmacists, nurses, and physical therapists
- Provides information on various diseases, symptoms, and preventive care
- Explained clearly from the user's perspective



Articles on fighting illness

Approx.430 articles

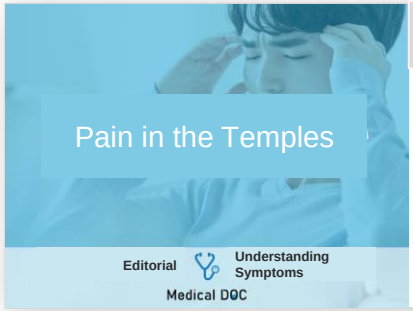
- In-depth stories based on real patient experiences
- Informative and thought-provoking messages for readers
- Raises awareness of the importance of early detection and seeking care



News articles

Approx.850 articles

- Timely updates on the latest medical and health news
- Covers a wide range of health-related topics
- Focused on practical, everyday themes relevant to readers' lives



Articles on illnesses and symptoms

Approx.3,300 articles

- Searchable by both diseases and symptoms
- High credibility backed by supervision from medical specialists
- Comprehensive database organized by body part and category



My Medical Records

55articles

- Medical insights shared through the real experiences of celebrities
- Highly reliable explanations provided by medical specialists
- Reaching a broad audience across all age groups













All numbers of articles and videos are As of at the end of FY3/2025 Q4

Medical Information content provided by our company through Medical DOC

Advertising articles and videos for medical institutions



Articles introducing Medical Institutions MDOC-R

Approx.8,810 articles

- Introducing Clinics from a Third-Party Perspective with a Focus on “Information Credibility”
- Highlights the clinic’s features and strengths
- Designed to guide users to the clinic’s official website and help them learn more in detail if interested



Branding Articles MDOC-B

Approx.660 articles

- Region-focused Ad Distribution
- Enables demand generation among patients
- Promotes awareness of treatments and enhances recognition as a specialist in the field



Basic Information Page MDOC-C

Approx.90 articles

- Clearly displays basic information about the clinic
- Allows clinic search based on location
- Includes messages from doctors, clinic features, and promotional text



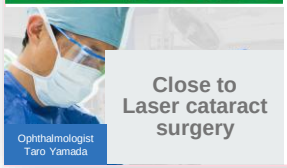
Specialist Introduction Site

Approx.630 articles

- Concept of introducing "top doctors" for specific treatments
- Includes doctor’s background, specialties, and personal insights
- Only doctors meeting specific criteria are listed

Orthodontics DOC | Implant DOC | Periodontal Disease DOC | Ophthalmology DOC | Regenerative Medicine DOC | Etc.





Treatment Videos MDOC-B

Approx.860 videos

- Treatment- and Clinic-Focused Promotions
- Conceptual video content designed to help patients visualize the treatment
- Not only videos but also newly introduced animated plans



Clinic Visit Reports

Approx.920 videos

- Experience-Based Articles Featuring On-Site Clinic Visits
- Articles based on clinic visits and interviews, showcasing the first visit process and treatments with photos
- Detailed the clinic’s atmosphere, staff interactions, and accessibility



Case Reports

New

- Focused on doctors’ clinical cases
- Showcasing cases highlights each doctor's expertise
- Especially common in aesthetic dermatology, orthodontics, implants, and cosmetic dentistry

All numbers of articles and videos are As of at the end of FY3/2025 Q4

Smart Clinic Business Hardware Services



Smart Automatic payment/ reception machines
NOMOCa-Stand

- **Industry-Leading Compact Design**

Slim unit fits in limited spaces—ideal for clinics with small reception areas

- **Contactless, Self-Service Payment for Greater Efficiency**

Patients can complete payments on their own, reducing staff workload and supporting infection control

- **Seamless Integration with Medical Systems**

Proven compatibility with electronic medical records (EMRs) and medical billing systems enables smooth operation from payment to data management



Self-payment machine dedicated to clinics
NOMOCa-Regi

- **Intuitive and Elderly-Friendly Operation**

Simple screen layout and button design make it easy to use for people of all ages

- **Flexible Register Models and Installation Options**

Choose the ideal size and form to match your clinic's scale and reception space

- **Integration with EMRs and Payment Terminals**

Supports automatic syncing of patient data and enables QR code and credit card payments for streamlined billing operations



Self-payment machine dedicated to clinics
NOMOCa-Desk

- **Desk-integrated design fits naturally into reception workflows**

Seamlessly combines face-to-face reception with automated payment processing

- **Equipped with Coin Dispenser and Centralized Sales Management**

Reduces the burden of cash handling and minimizes human error, enhancing the accuracy of financial operations

- **Extensive Integration with EMRs and Medical Billing Systems**

Seamless connection with systems such as GENOVA's cloud-based EMR enables a fully unified workflow from reception to payment

Automation of Reception and Payment

Smart Clinic Business Software Services

GENOVA



AI chatbot system
NOMOCa-AI chat

- 24/7 Automated Reception and Inquiry Handling
- Reduces reception workload and call volume
- Compatible with electric medical record and appointment systems



AI chatbot system
NOMOCa-AI call

- AI-Driven Automated Phone Response and Appointment Booking
- 24/7 availability prevents missed inquiries
- Integrates with medical records and booking systems



LINE chatbot system
CLINIC BOT

- Automated Appointment Booking and Inquiries via LINE
- Accepts requests even outside clinic hours
- Easily Operable via a Simple Management Dashboard (No-Code Compatible)

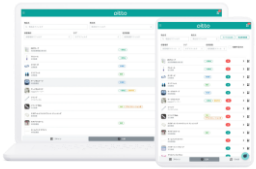
Inquiries/ Incoming Calls/ Appointments/ Medical Questionnaires



A Service that Completes Bookings and Payments Digitally
SMART One

- Seamless integration of EMRs, payment terminals, and appointment systems
- Cloud-based for use anywhere, anytime
- Supports both medical and dental practices, with customizable features tailored to each specialty

Reservations/ Payment/ Sending medicine



Inventory Management & Automated Ordering System for Medical Facilities
Pitto

- Reduces the workload for inventory and ordering tasks by approximately 90%
- Easily check stock levels at a glance
- Place orders automatically with a single click

Inventory Control/ Ordering





Digital Attractions for Medical Facilities
《Sketch Piston – playing music》
《A Blackboard where Little People Live》

- Branding support specialized in creating visually appealing and engaging clinics
- Patient-centered digital experience design (enhanced UX)
- Marketing support that balances visual design and user flow

Reduces patient stress during wait times

Automation

Reduce

Business Model

GENOVA

Clinic

Medical Platform Business

Guiding users to the appropriate medical facility

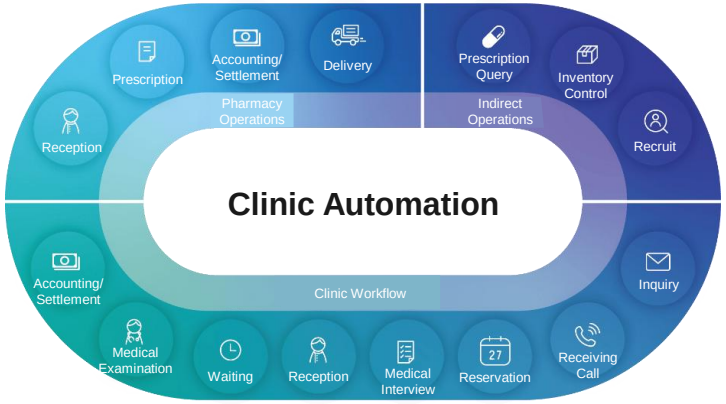
Medical DOC

18.48 mn PV



WEB search	News site	SNS
Area × fields	YAHOO! JAPAN ニュース	
Area × symptoms	SmartNews	
Area × treatments	LINE NEWS	
	グノシー	

Smart Clinic Business



Hardware Service	**Automating reception and payment**
Software Service	**Automating inquiries/ calls, booking/ medical questionnaires/ payments/ medication delivery/ inventory/ ordering**
Others	**Reducing patient stress during wait times**

Providing a comfortable healthcare experience

General Users (Patients)

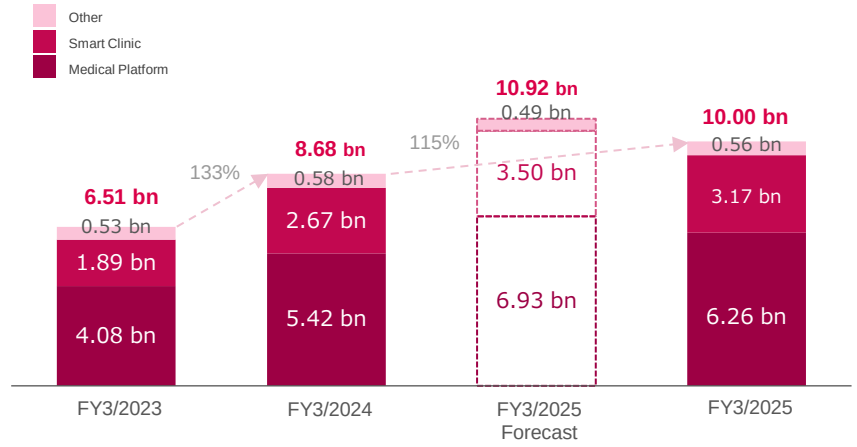
Consolidated Financial Results for FY3/2025

FY3/2025 Q4 Financials and Three-Year Executive Summary

- Due to the absence of seasonal sales typically expected in FY3/2025 Q4, combined with a continued trend of slowing growth, revenue fell short of the initial plan. Profit also declined YoY, primarily as a result of the revenue slowdown in the Q4.

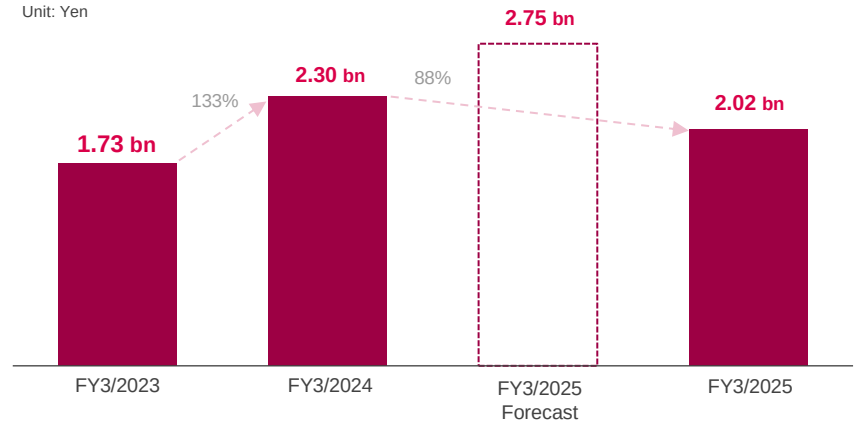
Consolidated Sales

Unit: Yen



Consolidated Operating Profit

Unit: Yen



Consolidated Summary

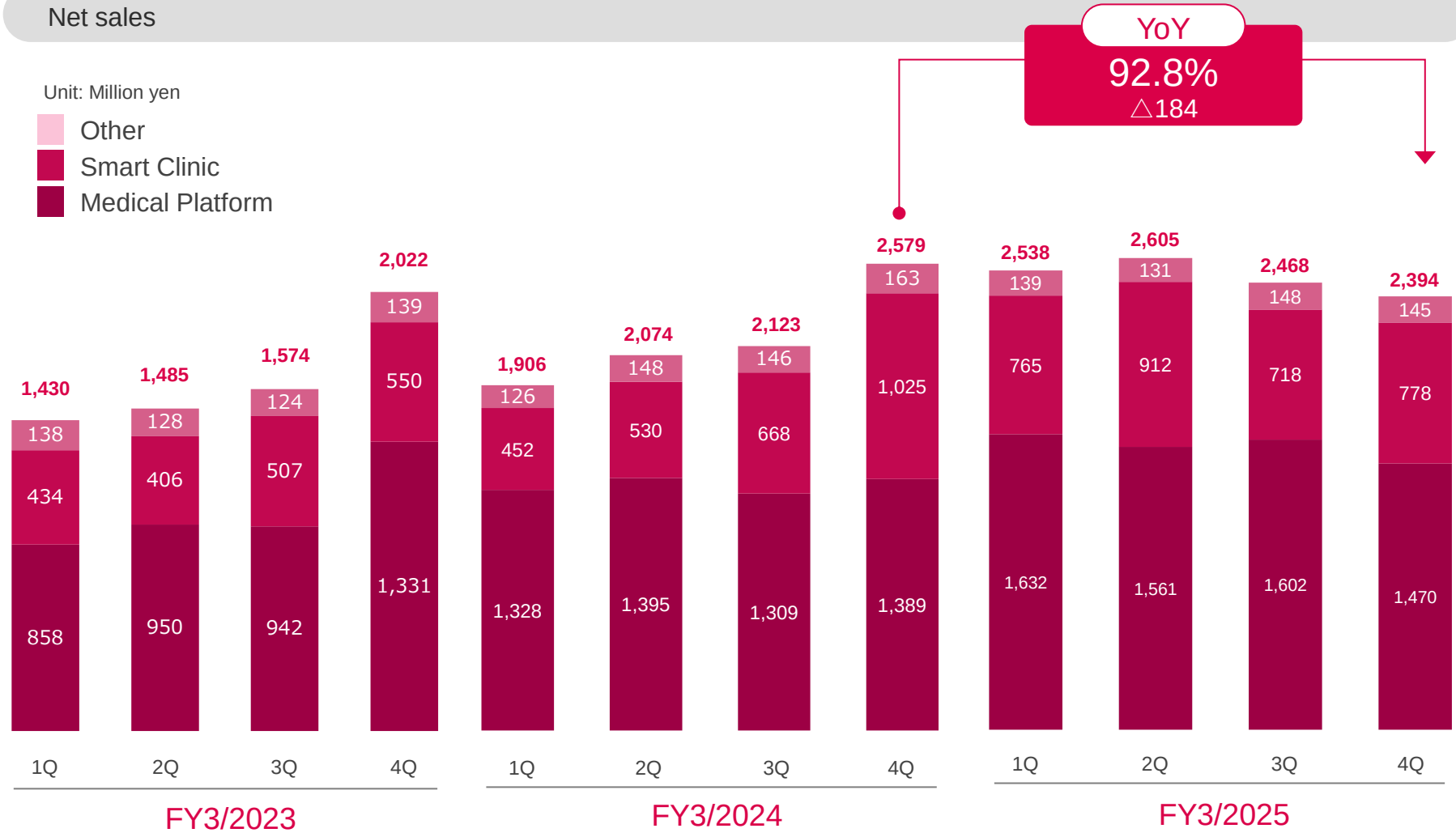
Unit: Yen	FY3/2024	FY3/2025 Forecast	FY3/2025 Forecast	vs Forecast	YoY Comparison
Net sales	8.68bn	10.92bn	10.00bn	92%	115%
Medical Platform	5.42bn	6.93bn	6.26bn	90%	116%
Smart Clinic	2.67bn	3.50bn	3.17bn	91%	119%
Other[1]	0.58bn	0.49bn	0.56bn	115%	97%
Gross Profit	6.55bn	8.69bn	7.37bn	85%	113%
Operating Profit	2.30bn	2.75bn	2.02bn	74%	88%
Recurring Profit	2.30bn	2.73bn	2.01bn	74%	87%
Net Profit attributable to owners of the parent	1.72bn	1.87bn	1.41bn	76%	82%

1. Other is comprised mainly of sales of web production and its operation services, etc., as well as sales of subsidiaries.

Three-Year Executive Summary: Quarterly Sales by Business Segment

- In FY3/2025 Q4, revenue in the Medical Platform Business has fallen compared to Q3, while the Smart Clinic Business showed some recovery compared to the Q3. However, overall revenue declined YoY. Growth compared to the same period of the previous year was limited to approximately 93%, and results were also weak compared to the previous quarter.

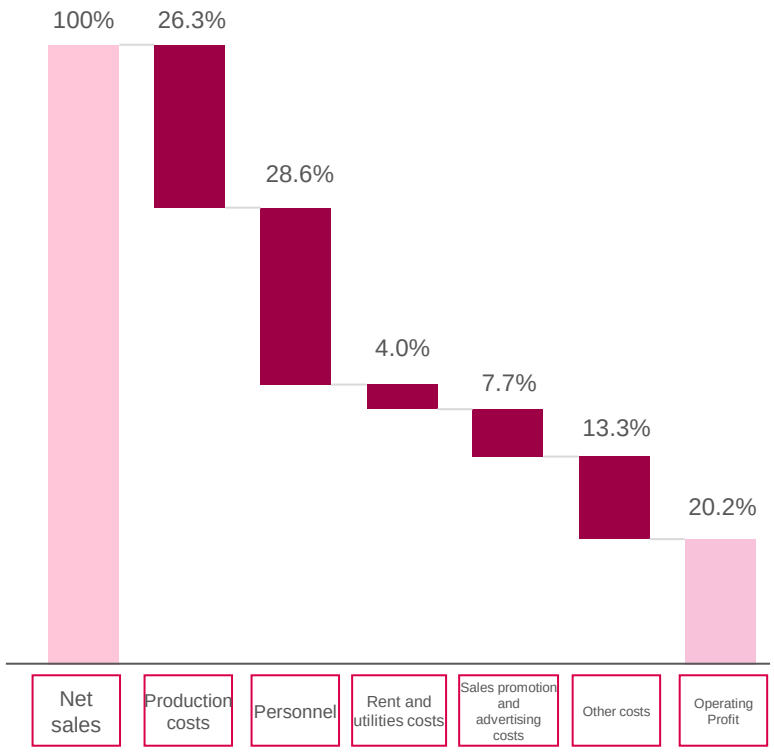
Net sales



Profit Structure and Profit Margins

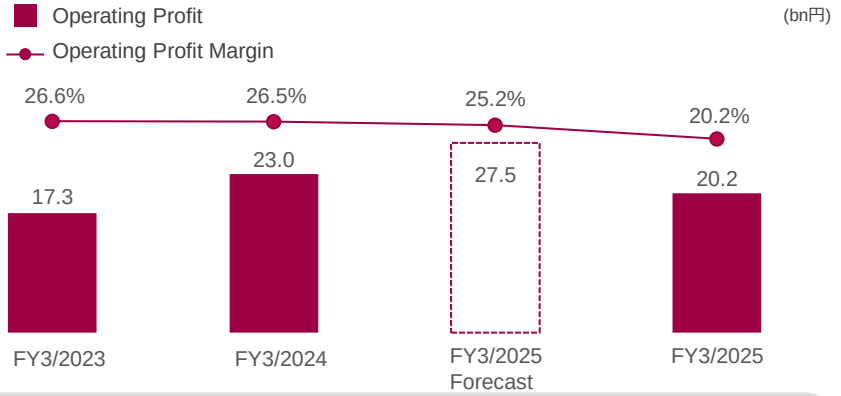
- Since FY3/2025 Q2, rent and utility expenses have increased due to the expansion into a new office
- Although the cost increases that pressured profits in Q3, such as the complimentary provision of new banknote-compatible systems, have been resolved, in the Medical Platform Business, the increase in listing advertisements has led to higher selling, general, and administrative expenses. Furthermore, the cost of creating free articles, which started in the previous quarter, continues to contribute to the rise in the cost of sales due to the ongoing decline in revenue

FY3/2025 Consolidated Profit Structure

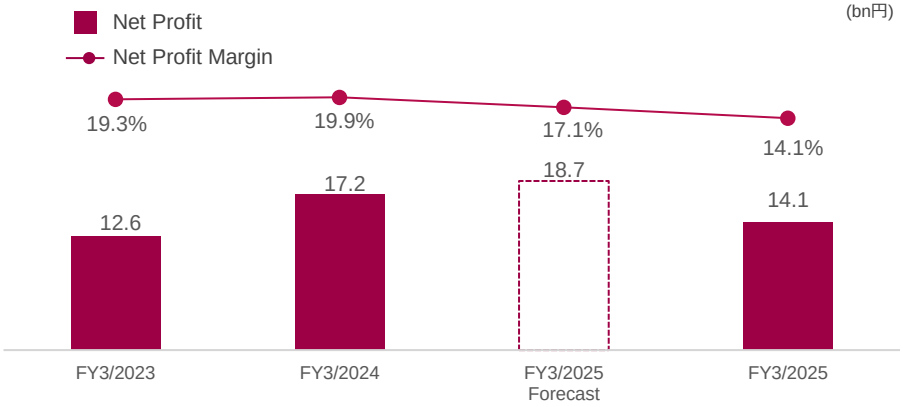


(bn yen)	100.0	26.2	28.5	3.9	7.6	13.2	20.2

Consolidated operating profit



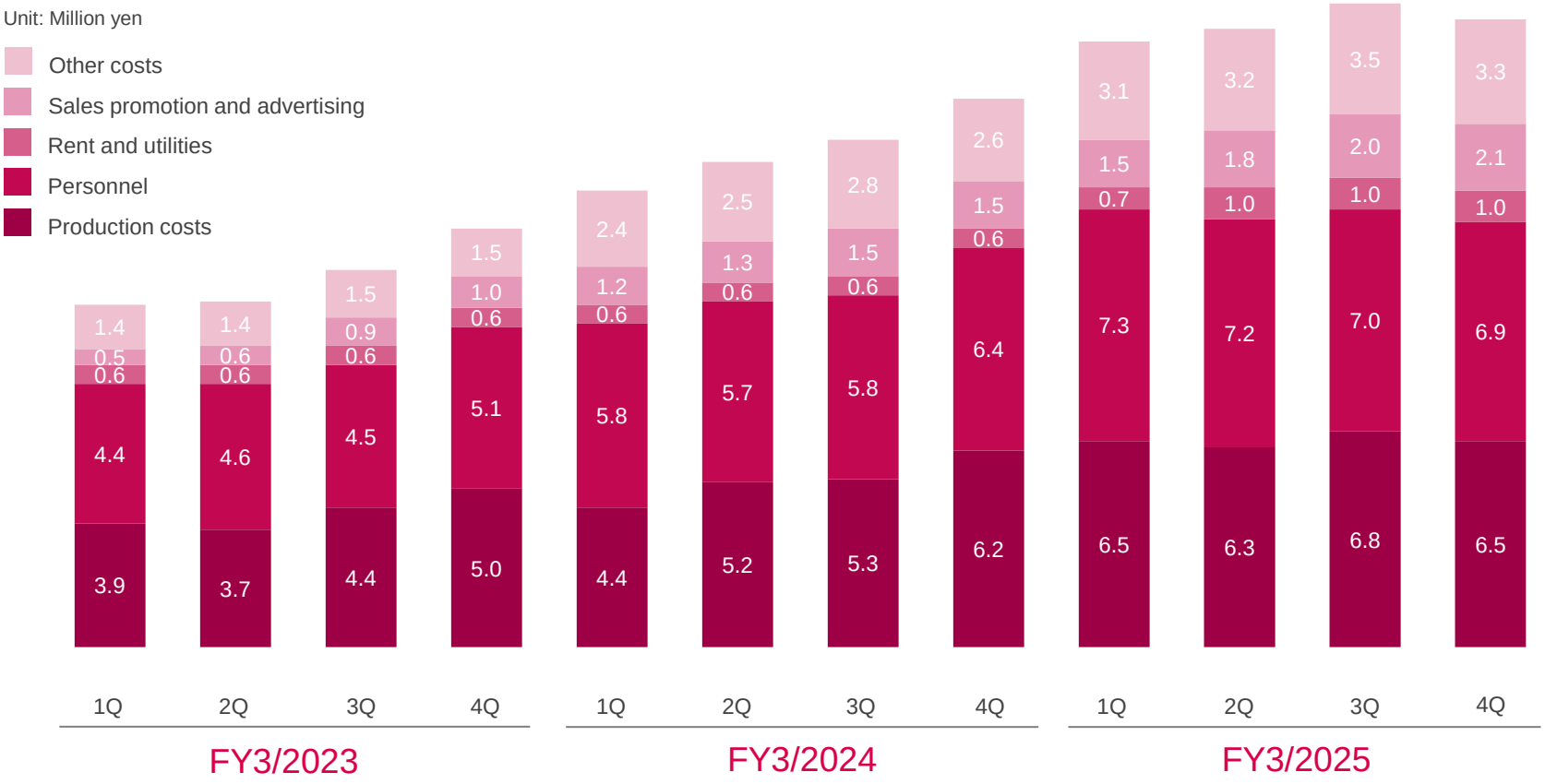
Consolidated net profit



Trends in Quarterly Expense Breakdown

- Since FY3/2025 Q2, rent and utility expenses have increased due to the expansion into a new office
- In FY3/2025 Q4, sales promotion and advertising costs continued to increase due to the strengthening of inside sales efforts introduced in FY3/2025 Q3
- Research and development costs, included in other expenses, a significant portion was allocated to the development of the appointment scheduling function that started this fiscal year. However, the development itself has completed its initial phase and has now been fully carried out

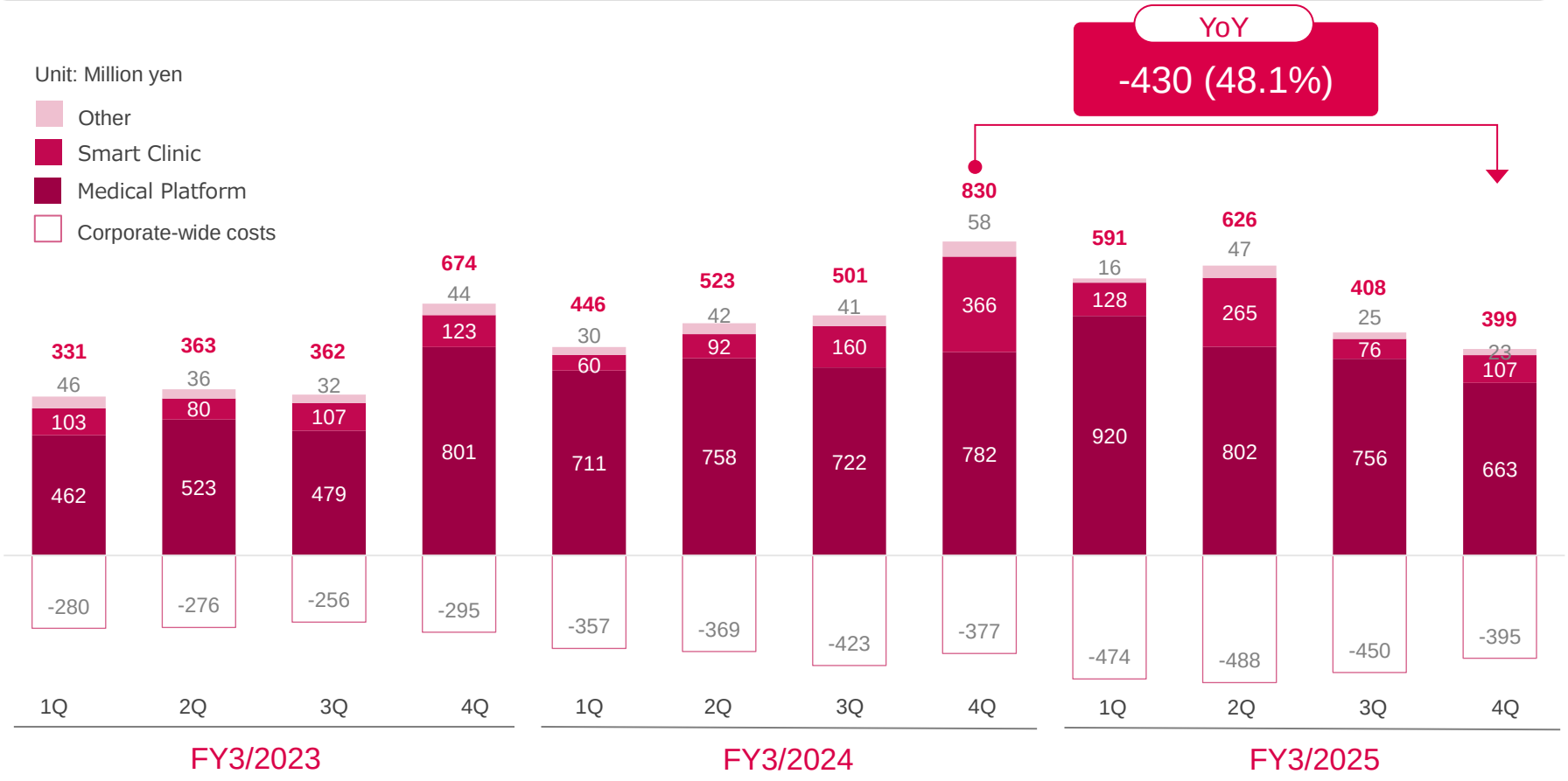
Net sales



Three-Year Summary: Quarterly Operating Profit by Business Segment

- Operating profit in FY3/2025 Q4 declined both YoY and compared to the previous quarter due to a slowdown in revenue from the Medical Platform Business
- The rent and related expenses for the AXSH relocation, which were previously recognized as company-wide expenses, have been allocated to each business segment starting in FY3/2025 Q4, resulting in a decrease in overall costs
- In the Smart Clinic Business, while there was a recovery in hardware sales, the progress of software, which has a higher profit margin, was not satisfactory. As a result, its contribution to profit was limited

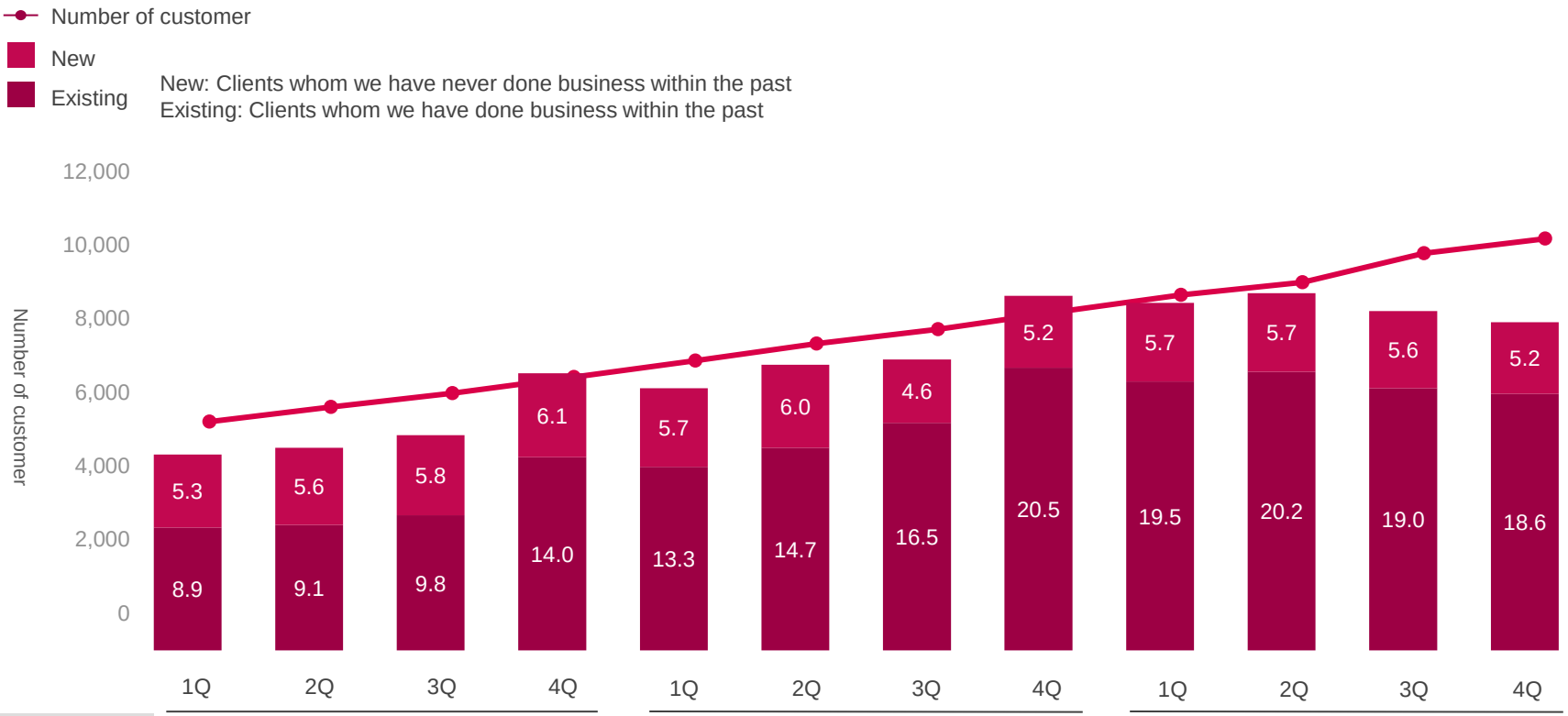
Operating Profit



Three-Year Summary: Quarterly New vs Existing Client Ratio

- Although we have a flow-type revenue structure, we have been able to generate a certain level of sales by reselling and cross-selling to existing customers, utilizing the 16,000 touch points of medical institutions that we have cultivated over our 20-year history

Sales (bn yen)



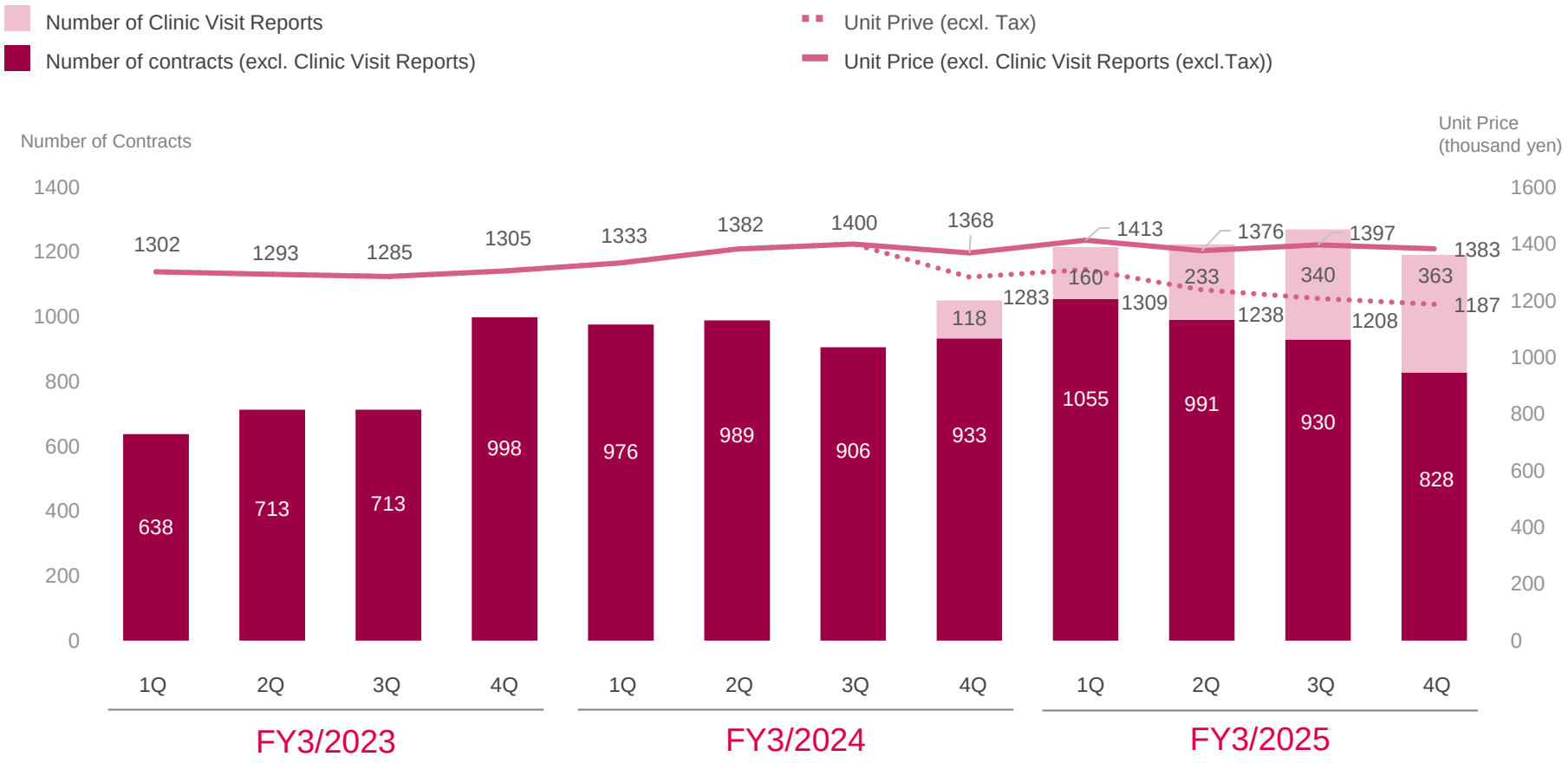
FY	FY3/2023	FY3/2024	FY3/2025
Consolidated Sales	6.51 bn yen	8.68 bn yen	10.00 bn yen
Ratio of Existing clients	64.7%	75.0%	77.5%

1. As of the end of FY3/2025 4Q
*Excluding fixtures, NOMOCa stand customization costs, additional website and CLINIC BOT production costs, etc.

*Client sales are added for new and existing clients who had their first and second contracts in the same quarter, respectively.
*The opinions of the audit firms have not been obtained for the figures

Number of Contracts and Unit Price of Medical Platform Business

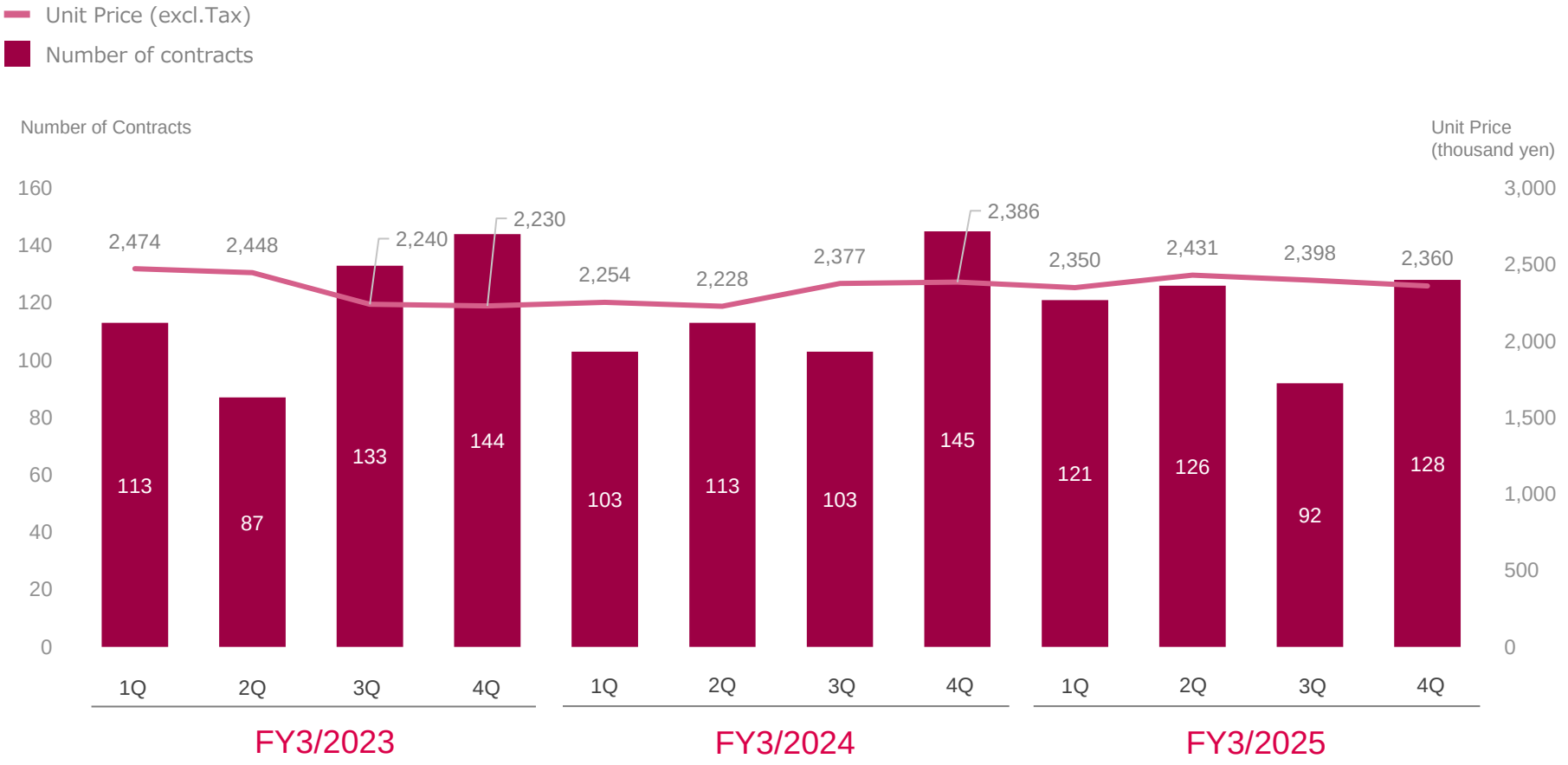
- As a key indicator influencing business performance, the number of service contracts, which make up the revenue, is presented[1]
- In FY3/2025 Q4, sales of clinic tour reports continued to increase. However, due to a decrease in the number of regular Medical Platform contracts, the total number of contracts declined compared to the previous quarter
- Excluding clinic tour reports, the average sales price remained stable. However, as the number of clinic tour report contracts increased, the average sales price, including those reports, showed a decreasing trend



Note:1. This item is analyzed for all products priced at 200,000 yen (excluding tax) or more

Number of Contracts and Unit Price of Smart Clinic Business (Hardware)

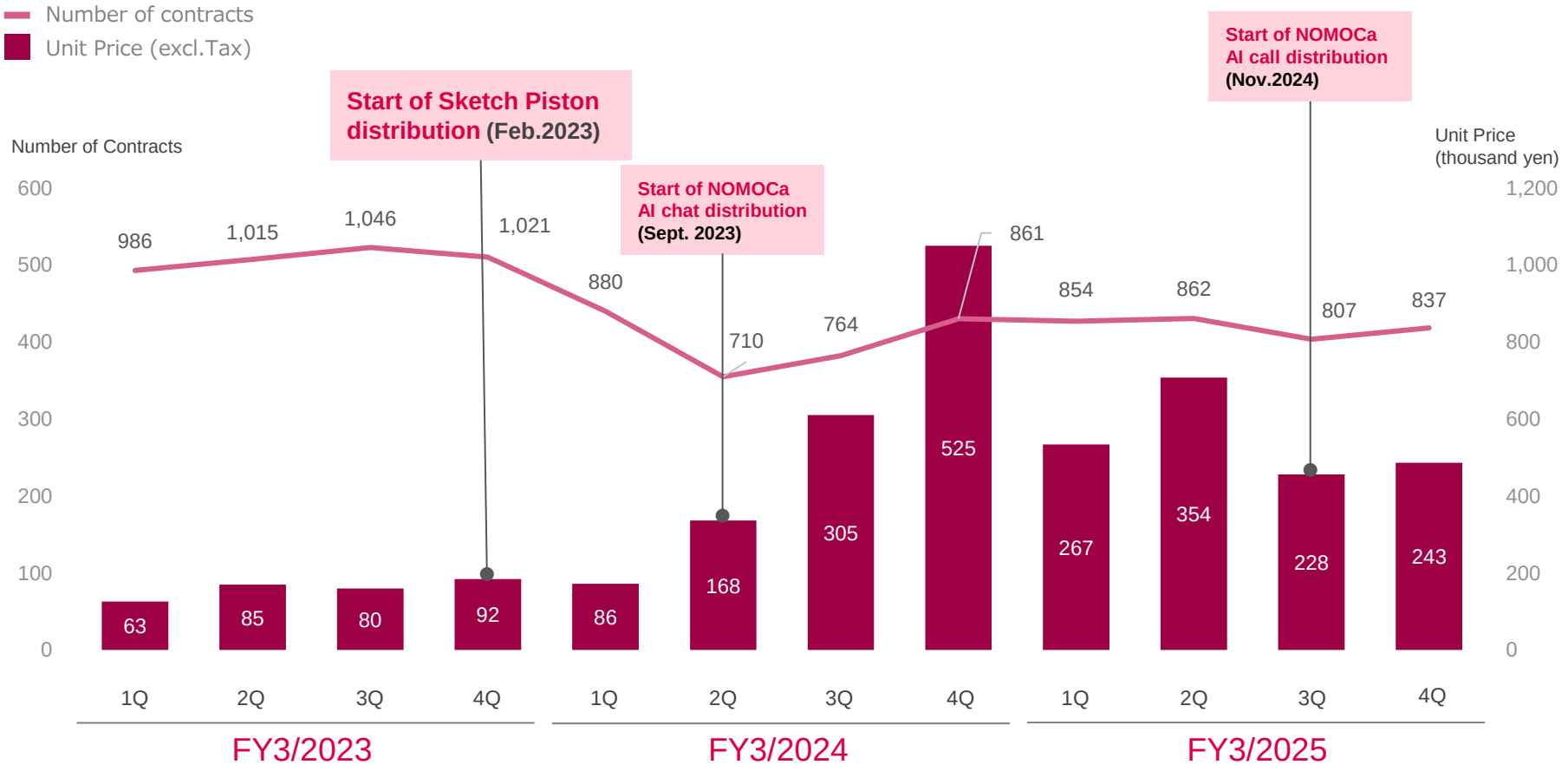
- The number of service contracts[2], which constitutes sales, is a key performance indicator affecting operating results
- The number of contracts has shown a recovery trend to previous levels due to the consolidation of the report line at each location in the previous quarter. The need for accounting automation continues to be confirmed
- Contract prices fluctuate slightly each quarter depending on which lineup—Stand, Desk, or Regi—has strong sales. Recently, they have been trending within the range of 2.35 million to 2.4 million yen. The number of Desk sales has been increasing recently



1.Hardware Prod：NOMOCa-Stand、NOMOCa-Regi、NOMOCa-Desk
2.This item is analyzed for all products priced at 200,000 yen (excluding tax) or more

Number of Contracts and Unit Price of Smart Clinic business (Software)

- As a key indicator influencing business performance, the number of service contracts, which make up the revenue, is presented[2]
- In FY3/2025 Q3, we launched a new service called NOMOCa AI call. Following the trial that started in Q3, we made efforts to improve its functionality, leading to some sales starting in FY3/2025 Q4. However, we expect its full contribution to come from FY3/2026



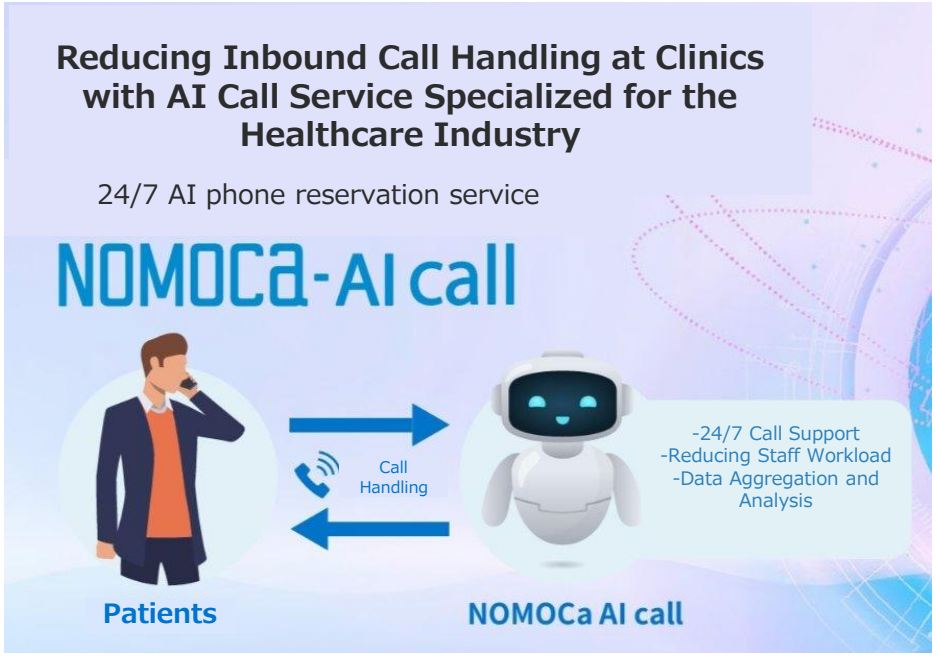
1. Software Prod：CLINIC BOT, Sketch Piston, NOMOCa AI chat, etc.
2. This item is analyzed for all products priced at 200,000 yen (excluding tax) or more.

NOMOCa AI Call
Business Progress and Implementation Status

GENOVA

Service Overview

A voice DX solution that replaces call operations at clinics with AI. An automated voice response service that reduces the burden of reception work and improves operational efficiency.



Business Progress (FY2024 Results)

Orders Received	Delivered
108 cases	38 cases

Delivery Rate 35.2%（38/108）

Positioning of the Delivery Rate

As call response is a "core pathway for patient visits" in dental clinic management, many clinics are cautious about automation. Despite this, one out of every three orders has been successfully delivered.

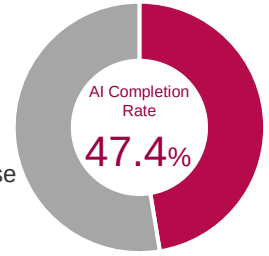
Challenges in Implementation and Barriers to Practical Use

- Since each clinic has its own appointment rules and response protocols, individual adjustments are required during the design phase
- As phone calls are the first impression of a clinic, AI must ensure high quality

Many clinics prioritize “reassurance” over “efficiency”, resulting in cautious adoption

Success Case — One-Month AI Response Performance at a Dental Clinic

- Saved approx. 9h 20m of labor per month
- 47% of calls were handled entirely by AI
- Assumed unit cost: 3 minutes for call handling + 4 minutes for post-call processing per case



FY3/2026 Financial Forecast

Forecasts for the FY 2026 and Three-Year Summary

- For FY3/2026, we expect continued growth in both the Medical Platform Business and Smart Clinic Business, driven by market needs and opportunities in untapped segments

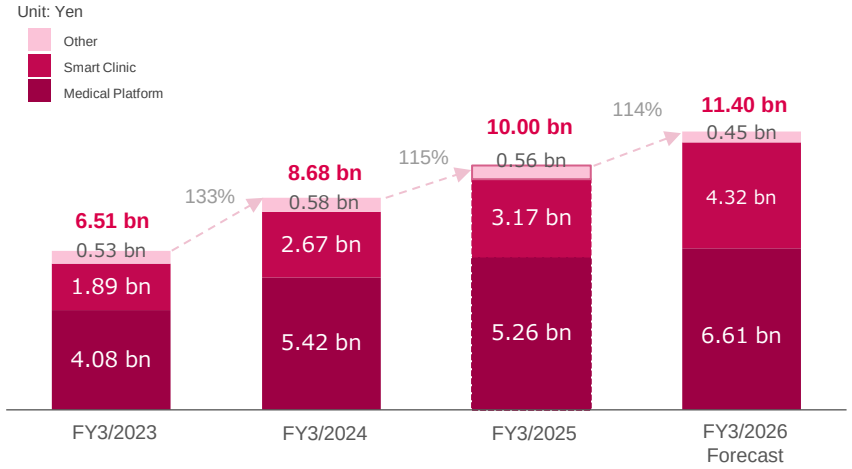
Consolidated Summary

Unit: Yen	FY3/2023	FY3/2024	FY3/2025	FY3/2026 Forecast	vs Forecast	YoY Comparison
Net sales	6.51 bn	8.68 bn	10.00 bn	11.40 bn	-	114%
Medical Platform	4.08 bn	5.42 bn	6.26 bn	6.61 bn	58%	106%
Smart Clinic	1.89 bn	2.67 bn	3.17 bn	4.32 bn	38%	136%
Other 1	0.53 bn	0.58 bn	0.56 bn	0.45 bn	4%	81%
Gross Profit	4.78 bn	6.55 bn	7.37 bn	7.90 bn	69%	107%
Operating Profit	1.73 bn	2.30 bn	2.02 bn	1.43 bn	13%	71%
Recurring Profit	1.71 bn	2.30 bn	2.01 bn	1.43 bn	13%	71%
Net Profit attributable to owners of the parent	1.26 bn	1.72 bn	1.41 bn	0.97 bn	9%	69%

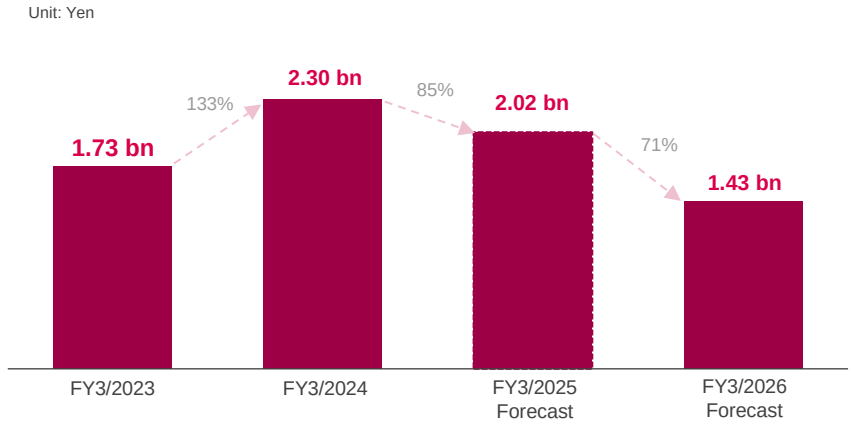
Sales Composition Ratio in FY3/2026

- For FY3/2026, we expect the revenue composition to remain consistent with past trends—approximately 60% from the Medical Platform Business and just short of 40% from the Smart Clinic Business
- In FY3/2026, our strategy will focus not only on increasing revenue, but also on prioritizing the acquisition of new customers

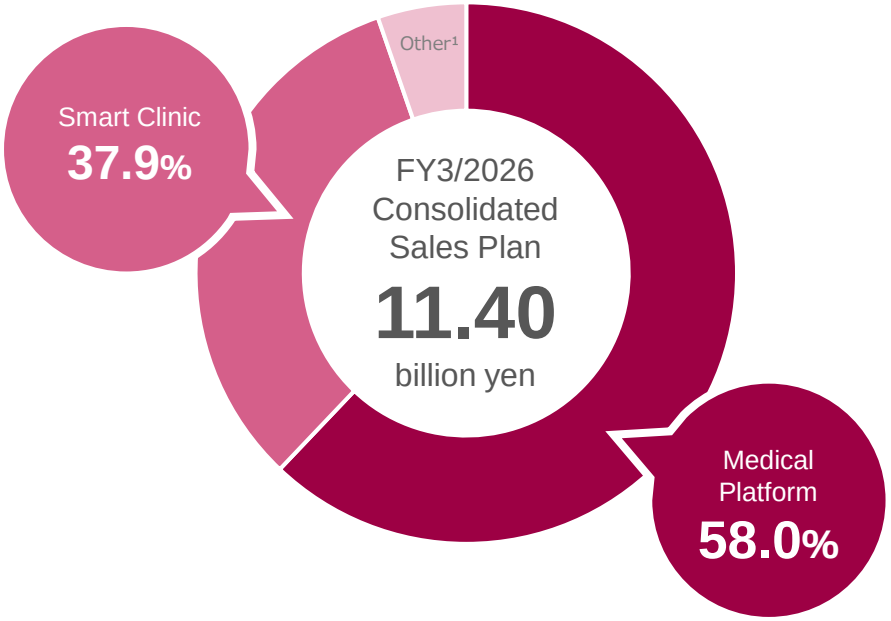
Consolidated Sales



連結営業利益



Composition of Net Sales

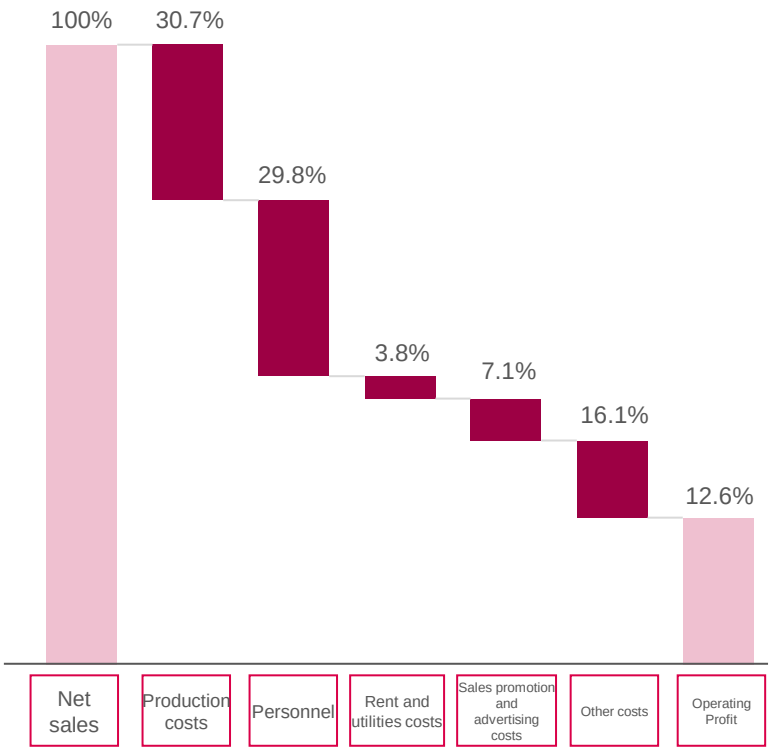


1. Sales other than Smart Clinic and Medical Platform include website production, server management, consulting, and other sales.
These domains accounted for 4.0% of total sales.

Profit Structure and Profit Margins

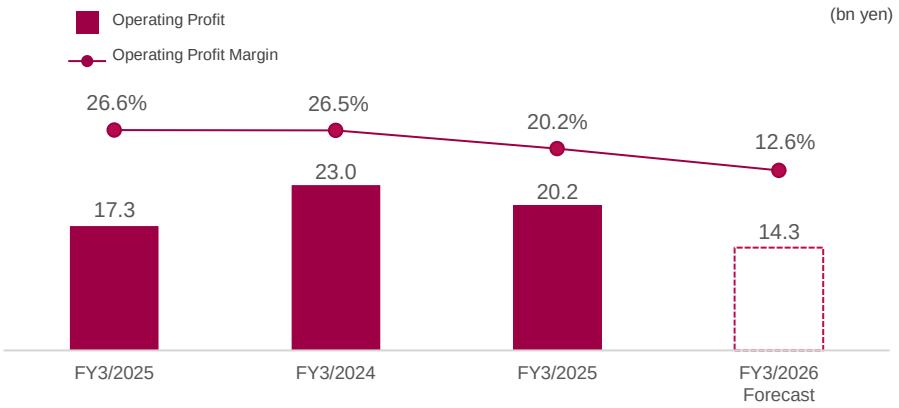
- For FY3/2026, we expect a decline in operating profit due to anticipated increases in recruitment and marketing expenses
- We view FY3/2026 as a critical year for investing in both our business and workforce to drive future growth. While we will maintain strict cost control throughout the year, our operating profit forecast has been set conservatively

FY3/2026 Consolidated Profit Structure

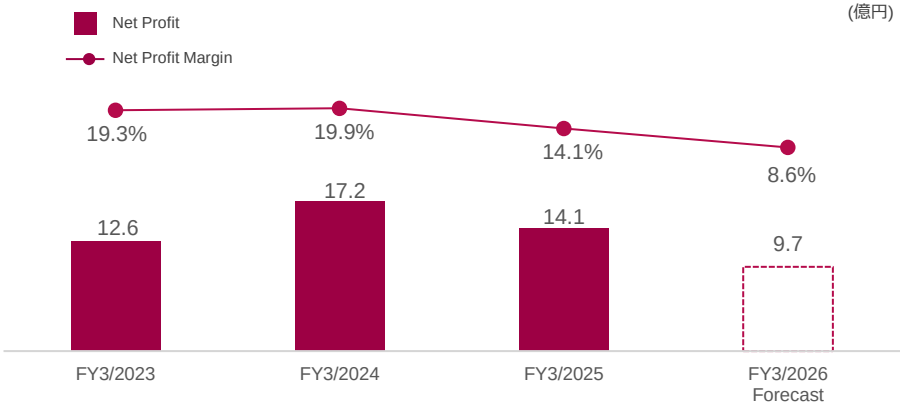


bn yen	Net sales	Production costs	Personnel	Rent and utilities costs	Sales promotion and advertising costs	Other costs	Operating Profit
	11.40	3.49	3.39	0.43	0.80	1.83	1.43

Consolidated operating profit



Consolidated net profit



Growth Strategies /Other Initiatives

Providing Services to help Clinics Increase Revenue and Reduce Costs

GENOVA

- Expanding business by addressing clinic challenges through cross-selling both services

Medical Platform Business

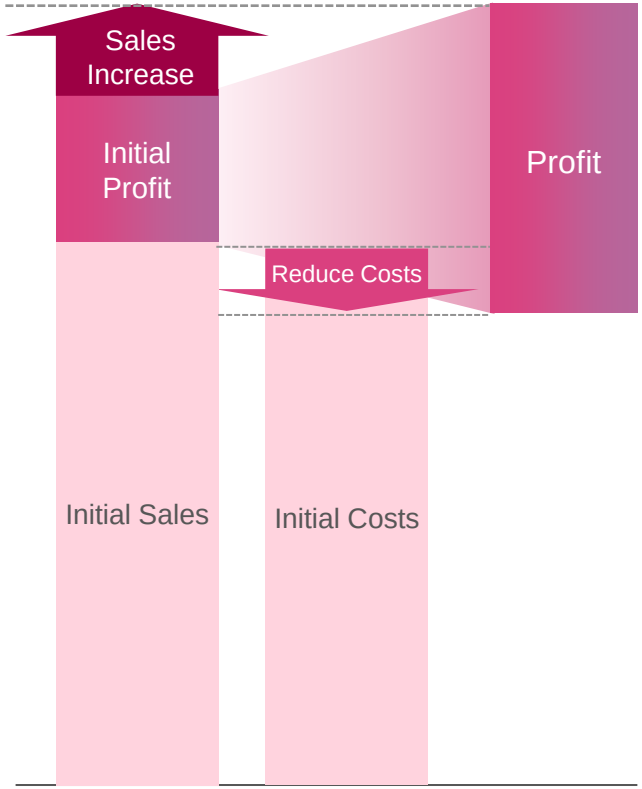
Sales Increase

Operating an Online Media Platform Featuring Medical Articles

Medical DOC



Illustration of the clinic's P/L structure



Smart Clinic Business

Reduce Costs

Automation of Various Clinic Operations

Automating Reception and Accounting



Automating Inquiries, Calls, Reservations, And Medical Questionnaires



Automating Reservations, Payments, and Medication Delivery



Automating Inventory Management and Ordering



Reducing Wait Times and Stress



Enabling a Dual Approach for Clinics to Increase Revenue and Reduce Costs

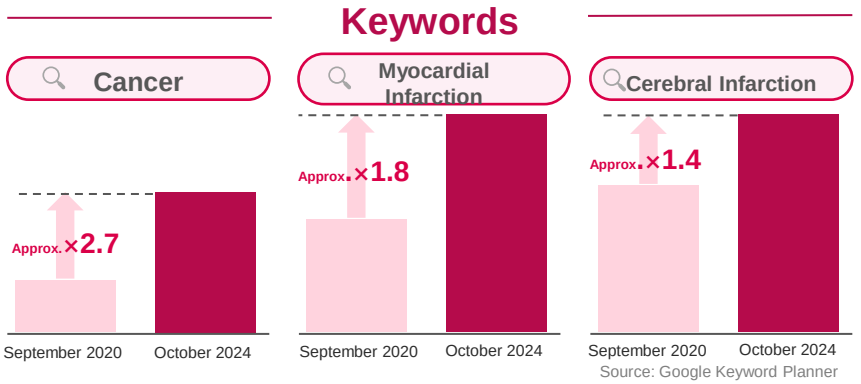
Market Environment

	Market Environment		Impact of Business
Declining Birthrate and Aging Population	Shortage of Physicians and Healthcare Workers Imbalance in the supply and demand of Healthcare	Smart Clinic Business	Addressing Workforce Shortages through Clinic Automation
Healthcare for the New Era	AI and Various ICT Technologies Essential for improving operational efficiency and healthcare quality	Smart Clinic Business	Utilizing AI and ICT through NOMOCa-AI Chat and NOMOCa-AI Call
Healthcare for the New Era	Cashless Transformation	Smart Clinic Business	Enabling Cashless Transactions with NOMOCa Series Automated Reception And Payment Machines and SMART One
Healthcare for the New Era	Elderly Healthcare Required to support the elderly population	Medical Platform Business	Providing Information to Families Caring for the Elderly (Pending)
Pre-disease Prevention	Medical Fee Initiatives aimed at promoting healthy life expectancy, including Health Japan 21	Medical Platform Business	Media Initiatives for Promoting Healthy Life Expectancy

Measures to Improve Unit Contract Price on the Medical Platform

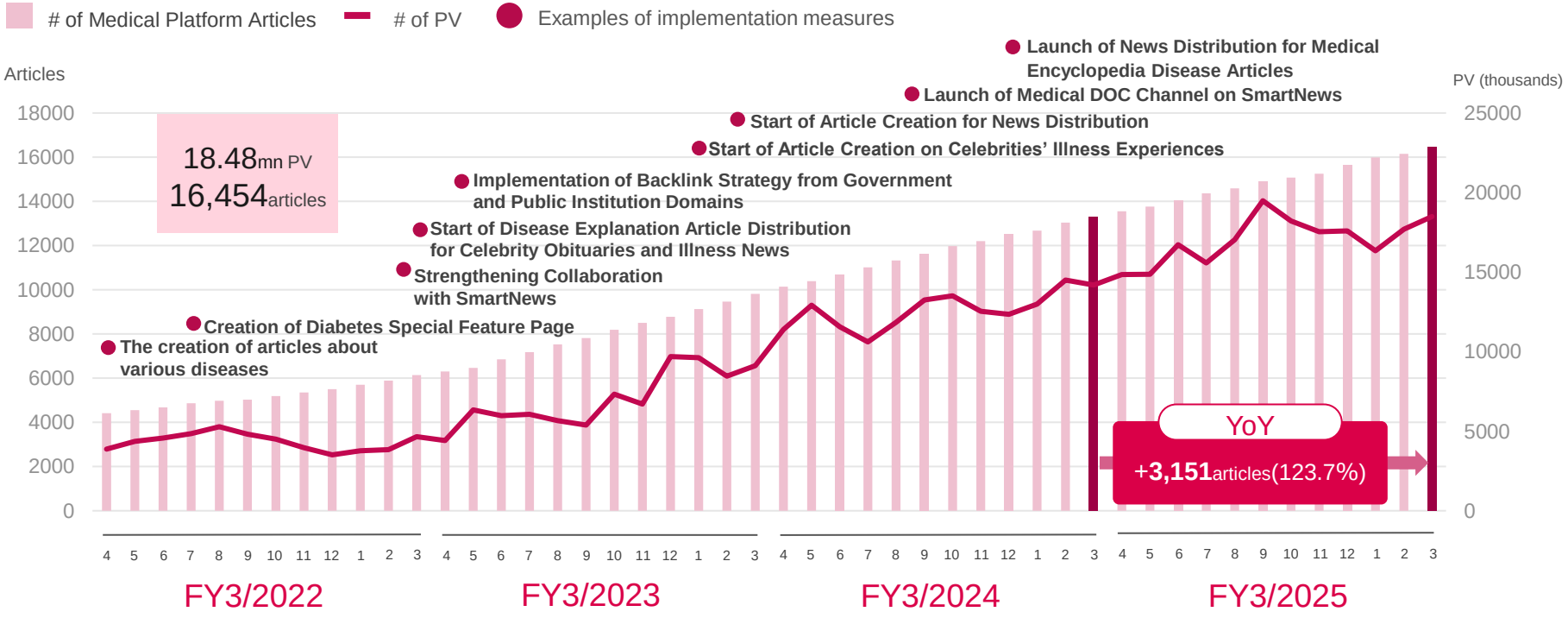
- The average monthly search volumes for keywords on Google were compared between September 2020 and October 2024. The comparison clearly indicates that the overall search volume has significantly increased compared to 4 years ago. This demonstrates the rising market demand for Medical DOC's contents

The increasing annual search volume for health-related keywords highlights the growing demand for Medical DOC



Source: Google Keyword Planner

of articles an PVs on Medical Platform



Value-Up Cycle in the Medical Platform

- Medical Platform has been experiencing steady growth in both the number of articles and PV. In other words, its' value as a platform is increasing, leading to creation of multiple contracts
- The value of our medical media is increasing due to network effects. Moving forward, we aim to drive a value-up cycle by expanding features and content, increasing the number of users, and further growing the number of clinic contracts, supported by the anticipated rise in clinic contracts

1

Expansion of Features and Contents

We aim to expand functions such as reservations and to further enrich content

2

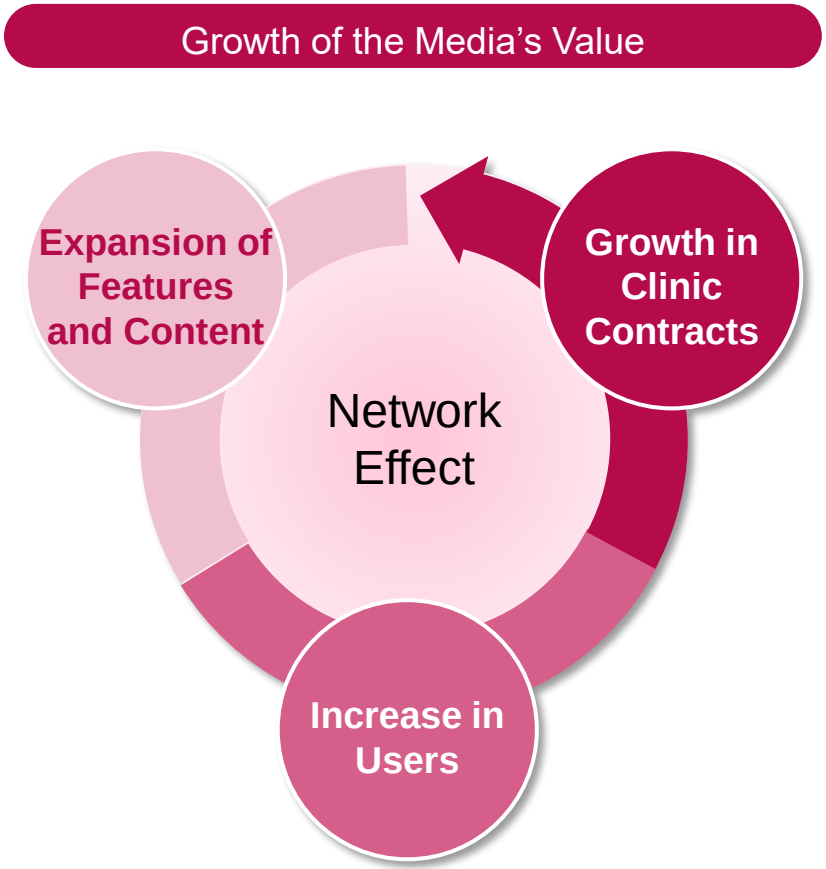
Increase number of Users

Growing the number of users and increasing visit frequency through the expansion of features and content

3

Growth in Clinic Contracts

An increase in users is expected to drive growth in the number of customers through new services, including entry plans



Appointment of New Executive Officer to Strengthen Management Structure

- We have welcomed Sho Inoue as a new Executive Officer. He will contribute to solving medical challenges from all perspectives—clinical practice, education, and research—by engaging in academic activities at universities, academic societies, public institutions, and various committees, as well as providing career education to medical students and continuing his clinical research.



Sho Inoue

Executive Officer

Biography

2002	Graduated from Azabu High School
2009	Graduated from Yokohama City University, School of Medicine
2009-	Resident (Initial Clinical Training), Yokohama Rosai Hospital
2011-	Enrolled in Graduate School of Medicine, Yokohama City University (Medical Education and Gastroenterology)
Oct. 2014	Co-founded Medical Note, Inc.
Mar. 2015	Earned Doctorate in Medicine (Ph.D.)
2013	Appointed as Anti-Doping Officer for the Japanese National Chess Team at the Incheon Asian Games (as JOC Certified Team Doctor)
Oct. 2024	Appointed as Project Associate Professor, Co-Innovation Center, Yokohama City University
Dec. 2024	Stepped down as CEO of Medical Note, Inc.
Jan. 2025	Appointed as Visiting Researcher, Kyoto University

Other Activities and Positions

Committee Member, EBM Promotion Project, Japan Council for Quality Health Care

Visiting Associate Professor, Osaka University

Part-time Lecturer, Yokohama City University School of Medicine

Part-time Lecturer, Tokyo University of Science

Board Member, “Gushinkai” – Alumni Association of Yokohama City University School of Medicine

Board Member, Yokohama Foundation for Advanced Medical Science

Board Member, Japan Society of Digital Medicine

Expansion of the Group Structure through M&A

- As stated in the “Notice Regarding Business Acquisition” dated April 11, 2025, we have established a new subsidiary for the purpose of acquiring the principal business operations of ADI.G Corporation (Head Office: Kanazawa City, Ishikawa Prefecture; President: Koji Asano). Through this business acquisition, we expect not only enhanced growth and customer satisfaction for the acquired business, but also to improve operational efficiency and strengthen the financial foundation for our group by concentrating on core business areas.

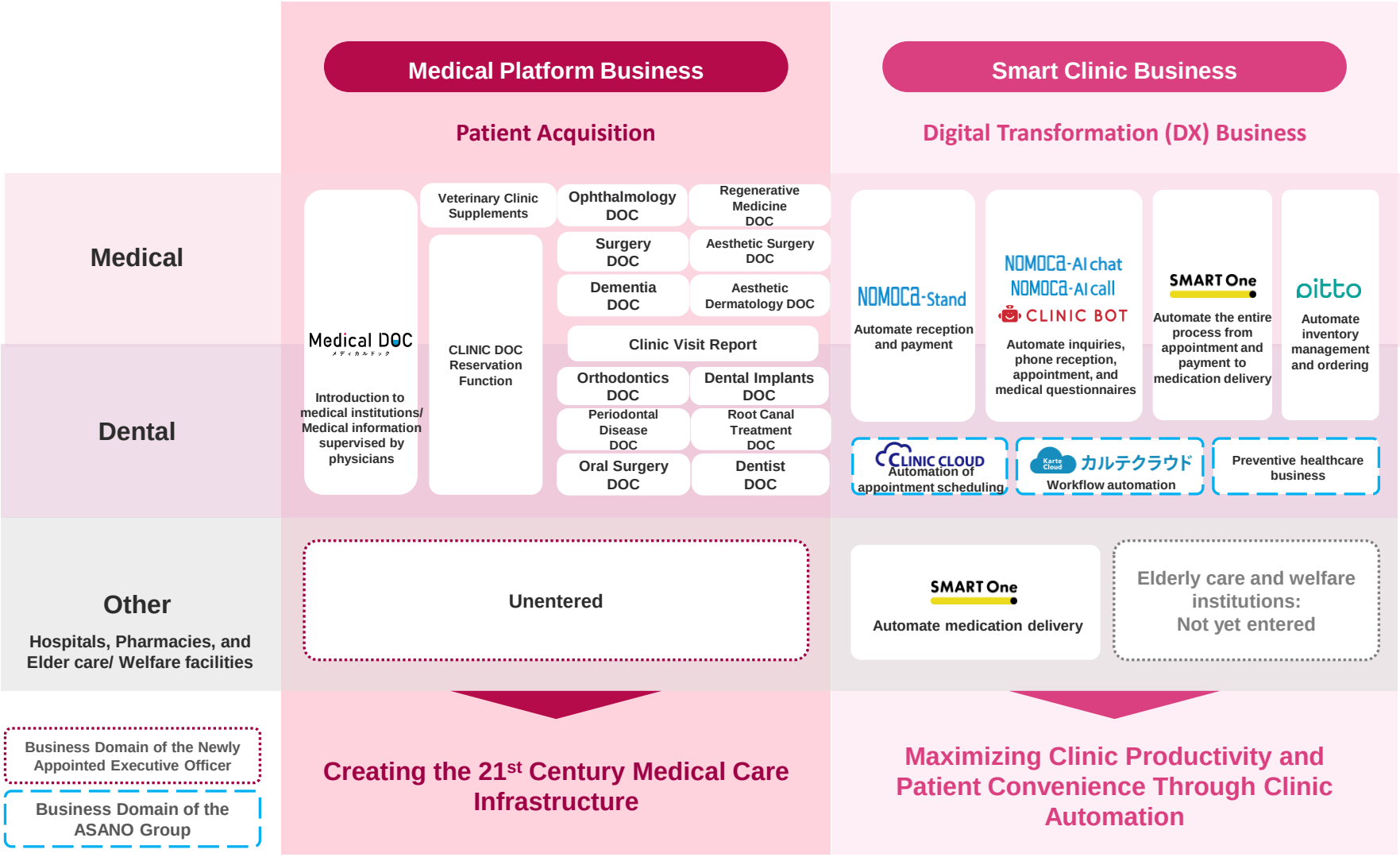
Summary

ADI.G

Company Name	ASANO Co., Ltd.
Office	1-10-10 Asano Honmachi, Kanazawa-shi, Ishikawa, Japan
Title and Name of Representative	President and Representative Director
Business Description	・Development and sales of dental medical equipment, materials, and pharmaceuticals ・Development and sales of cloud services for dental clinics ・Design and renovation support for dental clinics (design and construction management)
Capital	JPY 50 million (planned)
Date of Establishment	May 1, 2025 (planned)
Investors and Shareholding Ratio	100% owned by our company (consolidated subsidiary)
Relationship with Listed Company	Capital Relationship: 100% owned by our company Personnel Relationship: Four directors are scheduled to be dispatched from our company Business Relationship: None

Growth Strategy Under the New Structure

- This shows the business domains and target markets that we are currently engaged in
- With the incorporation of ASANO into our group and the expansion of business domains under the new Executive Officer, we expect our vision and mission to become more realistic and achievable



Basic Policy on Shareholder Returns

We are currently in the growth stage, continues to require investment for business expansion and organizational development. However, after comprehensively considering the status of business infrastructure development, investment plans, performance, and financial condition, we have decided to implement shareholder returns.

Plan to Provide Stable Returns to shareholders

As FY3/2025 marks the 20th business year for our company, we have implemented an inaugural dividend, including a commemorative dividend. Additionally, to maintain continuous shareholder returns, we plan to implement a regular dividend of 30 yen.

Dividend Summary

	FY3/2025	FY3/2026
Reference Date	March 31, 2025	March 31, 2026
Ordinary dividend per share	10 yen	30 yen
Commemorative dividend per share	20 yen	—
Total Dividend Amount	30 yen	30 yen
Dividend Payout Ratio	37.6%	53.1%
Total Dividend Amount	Approx. 520 million yen	Approx. 520 million yen

Appendix.

Company Profile

Company name	GENOVA, Inc.
Branch Offices	Tokyo Head Office: Shibuya Hikarie 34F, 2-21-1, Shibuya, Shibuya-Ku, Tokyo Branch Office: Nagoya, Osaka, Fukuoka Sales Office: Okinawa, Kanazawa, Sapporo, Sendai, Hiroshima Local Office: Kyoto
URL	https://genova.co.jp
Foundation	July 04, 2005
Capital	774,486,050 yen (as of end of FY3/2025 Q4)
Employee Number	Group total: 408 (as of end of FY3/2025 Q4)
Business	Medical Platform Business Smart Clinic Business
Member Organizations [1]	The Japanese Society of Oral Implantology/ Japan Clinical Dentistry Society (SJCD International)/ JIADS / Japan Academy of Anti-Aging Dentistry / MID-G/ Japan Sweden Dental Society/ Japan Association of Human Resource Services/ Japan Society of Clinical Dental CAD/CAM
Group Companies	JAPAN: GENOVA Design Co., Ltd. [Tokyo HQ] Shibuya Hikarie 34F, 2-21-1, Shibuya, Shibuya-Ku, Tokyo 150-8510 W：https://genovadesign.co.jp/ DAILIAN: GENOVA LAB, Inc. (201-G, Building 17, No.267 Wuyi Road, High-tech Park, Dalian, 116023, China)/

Medical Advisors[2]

Kanako Inaba	Director, Inaba Clinic
Satoru Osuga	Associate Professor, University of Alabama at Birmingham, USA
Mitsuru Osugi	Director, Diabetes Information Center, National Center for Global Health and Medicine (NCGM)
Akihiko Katayama	Board Chairman, Medical Corporation Meikakai
Noriyasu Kawada	Director, Jikei University School of Medicine, Department of Cardiac Surgery
Yoshinobu Kanda	Professor, Division of Hematology, Department of Internal Medicine, Jichi Medical University
Shigeru Kinoshita	Professor, Department of Future Vision and Sensory Organ Medicine, Kyoto Prefectural University of Medicine
Satoshi Kutsuna	Specialist in Infectious Diseases
Masahiro Kouzuki	President, Yamagata Prefectural University of Health Sciences / Professor Emeritus, Tohoku University / Board Member, Japanese Society of Renal Rehabilitation
Takashi Shiga	Professor and Chair, Department of Emergency Medicine, International University of Health and Welfare Diplomate, American Board of Emergency Medicine / Board Certified and Supervising Physician, Japanese Association for Acute Medicine
Hideo Suzuki	Director, University of Tsukuba Hospital, Tsukuba Preventive Medicine Research Center
Mitsuru Nakao	Chairman, Higashi-Nihon Medical College, Kensei Gakuen Educational Corporation President, Japan Judo Therapy Association
Taneaki Nakagawa	Professor, Director, Keio University School of Medicine, Department of Dentistry and Oral Surgery
Hideto Fukuda	President and CEO, Egao-do Chiropractic Group
Shigeo Horie	Professor, Department of Urology, Graduate School of Medicine, Juntendo University Board Member, Japanese Society of Anti-Aging Medicine President, Japanese Society of Men's Health Medicine
Tetsuhiro Maeno	Professor, Department of Community-Based Medical Education, Faculty of Medicine, University of Tsukuba Vice President, Japan Primary Care Association
Masaru Mimura	Professor Emeritus, Keio UniversityProject Professor, Center for Preventive Medicine, Keio University
Kazuki Morigami	President, Board Chairman, Medical Corporation Kenshinkai
Yasuhiro Yasutomi	Director, Center for Primate Biomedical Research, National Institutes of Biomedical Innovation, Health and Nutrition (NIBIOHN)Professor, Division of Immunoregulation, Department of Pathophysiology and Experimental Medicine, Graduate School of Medicine, Mie University
Hiroyoshi Wada	Orthopedic Surgeon, Shonan Memorial Hospital

New Advisors | Existing Advisors

※Listed in Japanese alphabetical order (gojūon order)

1. The purpose of our membership in associations is to stay up-to-date on the latest trends and issues in the medical industry and to develop our services in a timely manner.
2. The company has established a medical advisory system to have medical advisors check the contents of medical media for medical evidence.
Doctors affiliated with university hospitals and other medical institutions perform checks to ensure that there are no problems with descriptions or expressions of diseases or treatments, and to eliminate inaccuracies or inappropriateness.

Board Member



Tomoki Hirase

President and Representative Director

Dec. 1997 Joined Telewave, Inc.
Apr. 2000 Director, Telewave Links, Inc.
Jun. 2001 Managing Director, Telewave Links, Inc.
Jul. 2005 Established GENOVA; CEO of GENOVA (current position)



Akinao Ueda

Board member and Executive Officer

Apr. 2010 Joined J.P. Morgan Securities Japan Co., Ltd.
Mar. 2015 Joined Mizuho Securities Co., Ltd.
Aug. 2020 Joined Credit Suisse Securities (Japan) Limited.
May. 2023 Joined the company as Executive Officer
Jan. 2024 Promoted to Senior Executive Officer
Jun. 2024 Appointed as Director and Executive Officer, and General Manager of Finance Department (current position)



Koji Takeda

Board member and Executive Officer
Certified Public Accountant

Dec. 2007 Joined Deloitte Tohmatsu (currently Deloitte Tohmatsu LLC)
Apr. 2018 Joined the company as General Manager of Accounting
Jun. 2018 Appointed Director
Apr. 2022 Appointed Director and Executive Officer, and Head of the IPO Preparation Office
Jan. 2023 Appointed Director and Executive Officer
Sep. 2023 Appointed Director and Executive Officer, and General Manager of Accounting Department (current position)



Yuki Sagehashi

External Board Member



Motoaki Fukui

External Board Member



Takaaki Suzuki

External Board Member
Attorney-at-Law / Medical Doctor



Ayako Miwa

External Board Member
Medical Doctor

Providing Solution to Stakeholders' Challenges with Our Services

- The Medical Platform Business operates web media that are easy for users (patients) to understand and provide highly reliable medical information, while the Smart Clinic Business develops and provides services that improve convenience and efficiency in medical institutions in addition to medical treatment

Providing Effective Solutions for Stakeholders

	Challenges	Services
 Challenges faced by user-patients	Obtaining correct preventive information and knowledge on health	Medical DOC
	Searching for the best medical institution information that is best suited for individual	Medical DOC
	Long waiting hours at medical care facilities	NOMOCA CLINIC BOT
 Challenges faced by healthcare workers	Human response to inefficient administrative tasks	NOMOCA CLINIC BOT
	Medical office workload leading to unsatisfactory patient care	NOMOCA CLINIC BOT
	Decrease in employee satisfaction due to long overtime hours	NOMOCA
 Challenges faced by healthcare management executives/physicians	Matching medical care facilities and patients	Medical DOC
	Increase in the number of patients consistent with the characteristics of the clinic	Medical DOC
	Reducing personnel costs and recruitment risks	NOMOCA CLINIC BOT

Solving issues through the services of the Medical Platform Business and Smart Clinic Business

A Brief Explanation of Our Business Model

Our Company

GENOVA

All Clinics In Japan

Patients

Medical Platform Business

Operation of an Internet Media Platform Featuring Medical Articles

Medical DOC

Service Provision

- Revenue Growth
- Clinic Branding

Service Provision

- Access to Medical Information
- Access to Clinic Information

Smart Clinic Business

Provision of Clinic Automation Tools

Service Provision

- Cost Reduction
- Operational Efficiency

Service Provision

- Reduced Waiting Times
- Improved Convenience

Medical DOC Articles Distributed Free to General Users SAMPLE

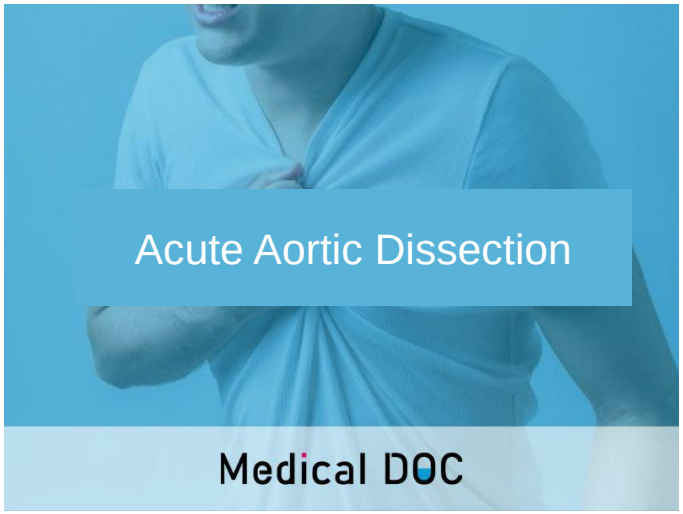
GENOVA

Title

Explaining the signs of “acute aortic dissection”: It occurs suddenly without any initial symptoms. Introducing the causes and treatments

公開日:2023/0/0　更新日:2023/0/0

Image Photo



Lead Article

“Acute aortic dissection” is known as a dangerous disease with a high risk of sudden death. **It is characterized by its sudden onset without any warning and is said to be particularly common in the elderly.** Dr. Yamada of GENOVA Clinic gave us a detailed explanation of what should be done to protect lives from acute aortic dissection, its causes, treatment methods, etc.

Editorial Doctor Profile



Editorial Doctor：

Dr. Taro Yamada（GENOVA Clinic）

See further profile

Table of Content

目次 -INDEX-

＞急性大動脈解離の前兆を医師が解説 吐き気や胸・背中に痛みがあれば　初期症状･発症のサインかも？

＞高血圧や糖尿病の人は前兆･自覚症状がなくても注意!

急性大動脈解離になりやすい人の特徴と原因

＞血管が裂けてしまう原因は食生活やストレスも関係する？

　急性大動脈解離の治療法や予防法

＞編集部まとめ

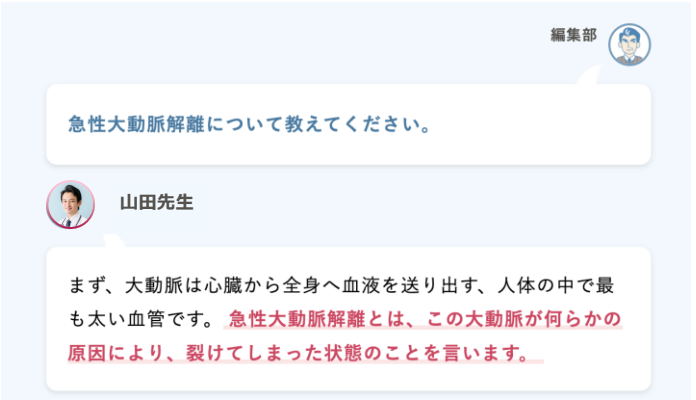
＞医院情報

Article

Explains the signs of acute aortic dissection: If you experience nausea or pain in your chest or back, could it be an early symptom/sign of onset?



Editorial Doctor Explanation

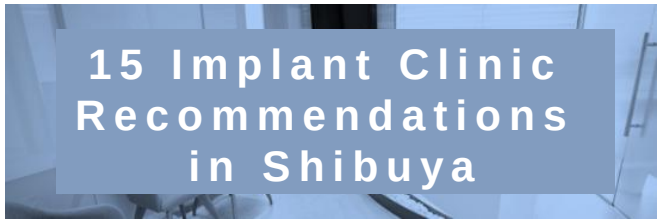


Medical DOC: Medical Institution Introduction Article SAMPLE

GENOVA

Title

【2023】
15 Implant Clinic Recommendation in Shibuya



Name of Clinic

Traits

1 min walk | Certified Clinic ◯ | Instructing Doctor ◯

Image Photo❶



Clinic Information

JR Yamanote Line / Ginza Line Shibuya Station 1 min walking distance

2-21-1 Shibuya, Shibuya-ward Tokyo

Google map

Google MAP

診療時間	月	火	水	木	金	土	日
11:00～13:00	●	●	●	●	●	★	–
14:30～19:30	●	●	●	●	●	★	–

★：10:00～13:00/14:30～19:00

Phone # &Clinic Link

03-1234-5678 ホームページ ›

Image Photo❷

About GENOVA Implant Clinic



Clinic Introduction

GENOVA Dental Clinic is a dental clinic located on the 1st floor of Shibuya Hikarie in Shibuya, Shibuya-ward, Tokyo. We focus on orthodontic treatment among our medical services, which include general dental treatment and the provision of implants. While valuing our basic philosophy of “orthodontic treatment that doesn’t remove the teeth as much as possible," we help improve medical accuracy. You can receive highly specialized orthodontic treatment that utilizes a variety of advanced medical equipment and a wide variety of orthodontic techniques.

Clinic Traits

Traits about GENOVA Implant Clinic

Reliable care beyond just orthodontic treatment!

Medical room designed with privacy and infection control!

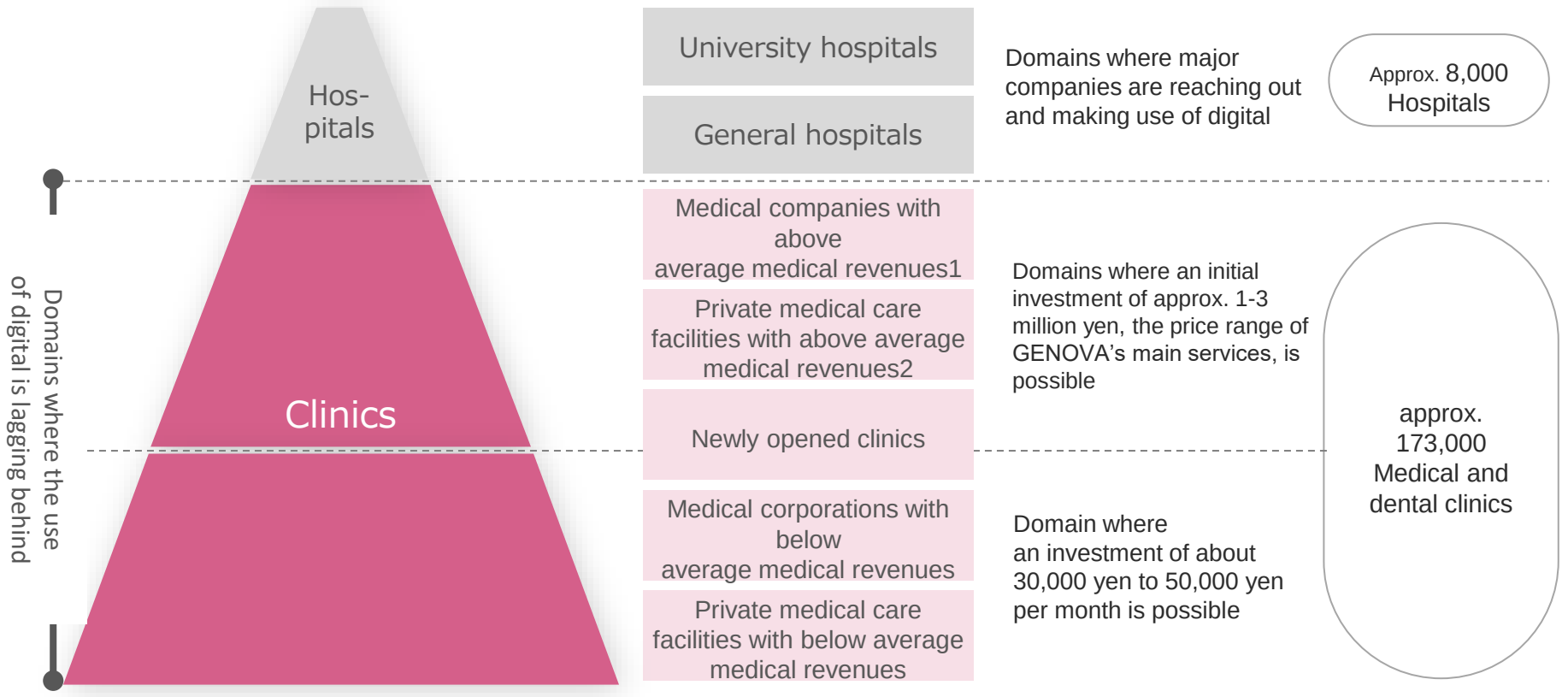
Examination and diagnosis by a doctor certified by the Japan Orthodontic Society!

Detailed Page Directory

GENOVA Implant Clinic Introductory Page

Target Markets

- GENOVA targets medical care facilities for our generation of revenue, targeting the domain of clinics.

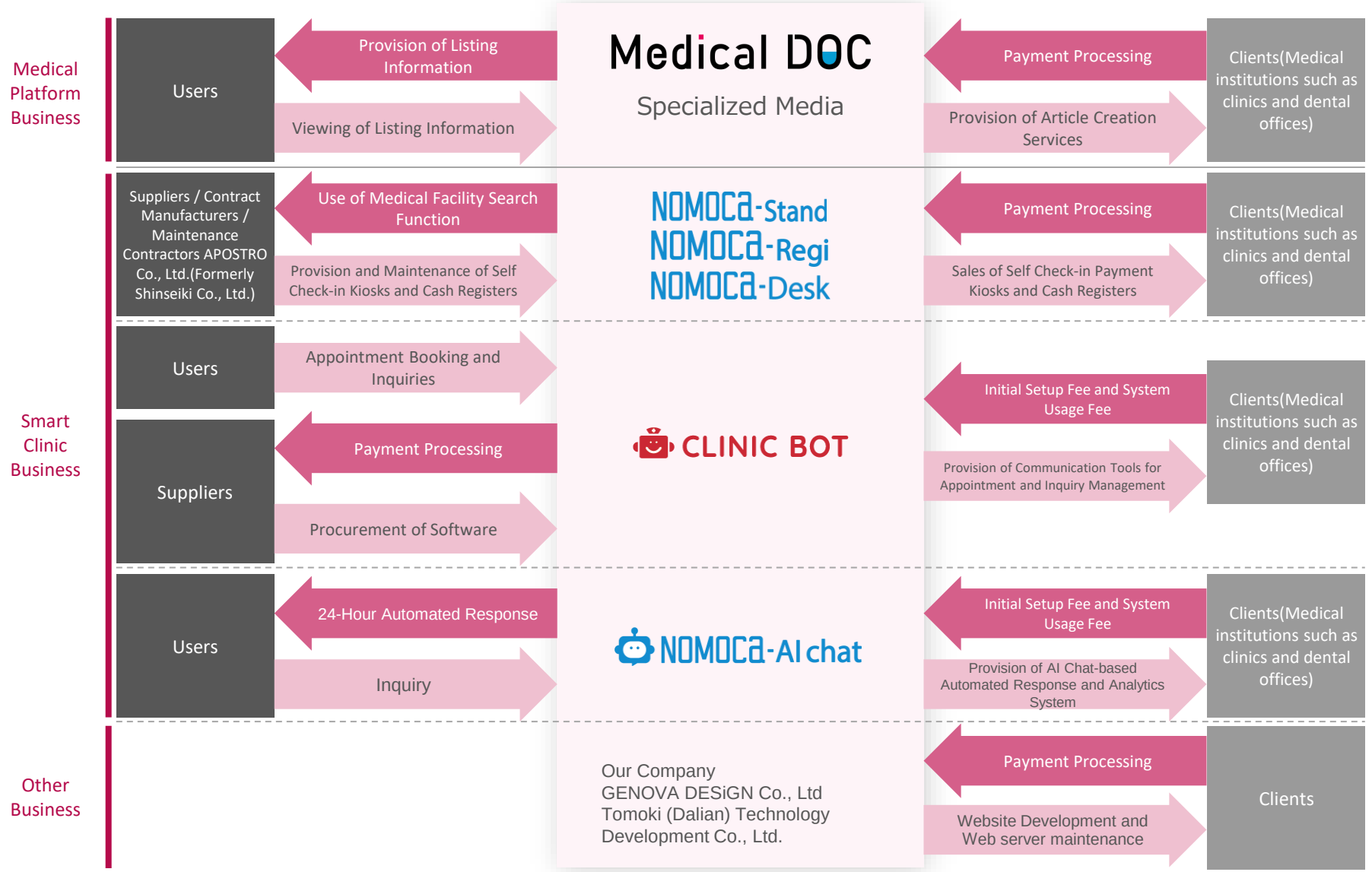


1 The following figures from the Central Social Insurance Medical Council's Report on the 23rd Survey on Economic Conditions in Health Care (2021) are used as the average medical business income of medical corporations.. Medical department: Medical business income per facility: approx. 160 million yen (for medical corporations/general clinics as a whole). Dental: Medical business income per facility: approx. 100 million yen (subject: medical corporations/dental clinics).

2 The following figures from the Central Social Insurance Medical Council's Report on the 23rd Survey on Economic Conditions in Health Care (2021) are used as the average medical business income of medical corporations.. Medical department: medical business income per facility: approx. 91 million yen (target: individual/whole general practice). Dentistry: Medical business income per facility: approx. 46 million yen (target: individual/general dental clinics).

Business Models

- GENOVA's business model is to provide various fee-based services to medical care facilities.



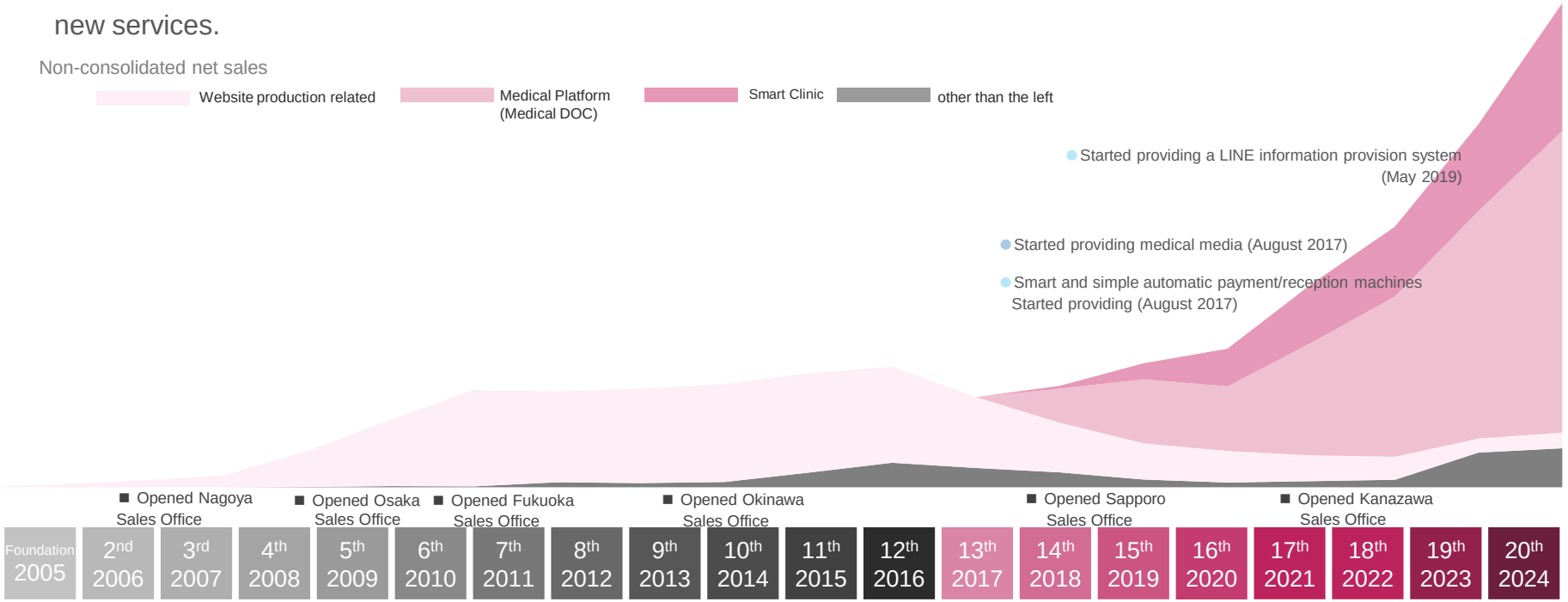
Highlights



1. Service planning that leverages the 16,000 medical care facilities contact points and client contacts cultivated over our 19 years of history
2. Services solving challenges of medical care facilities
3. Consistent level of existing client sales ratio through reselling and cross-selling
4. Vast market in medical institutions and peripheral domains

01 16,000 Medical Care Facilities Contact Points and Client Contacts Cultivated Over Our 19 Years of History

- Using our customer contact points, which began with website production, we have grown through the coverage of new services.



Foundation period - Stable period

- Produced websites mainly for medical care facilities, aiming to solve asymmetric information
- Received orders on an ongoing basis through a series of updates in line with the times, such as mobile compatibility

Rapid growth period

- Achieved further growth through sales of medical media to existing customers and smart and simple automatic payment/reception machines

Created contact points with existing clients[1] 16,000[2] accounts

1. Company's definition of an existing client is not a client with whom an ongoing transaction has occurred, but a client with whom a transaction has occurred at least once in the past.
2. Cumulative number of customers with at least one previous transaction as of end of FY3/2025 Q4
   The number of our accounts is managed on a per-corporation basis, so that even when a corporation has multiple medical care facilities, they are counted as one account.

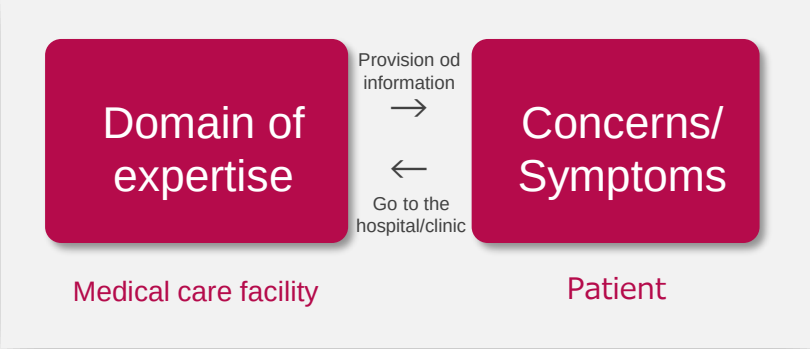
02 Services solving challenges of medical care facilities

- With a background in providing value to patients and users, we provide services that assist medical care facilities in solving their challenges.

MEDICAL PLATFORM
Medical Platform Business

Providing value to clients...

Articles that accurately approach the patient population you want to attract
Matching users with the right medical care facilities



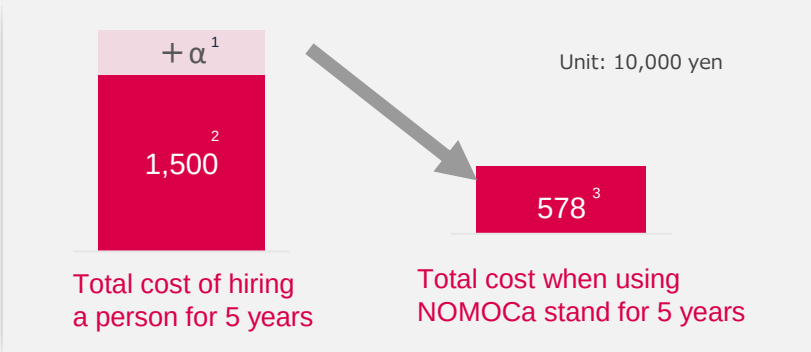
By augmenting and revealing medical information through free articles, we reach out to many patients, etc., who then view the paid articles and videos introducing medical clinics, leading to visits to those clinics.

Patients who match the medical care facility's area of expertise come to hospitals/clinics

SMART CLINIC
Smart Clinic Business

Providing value to clients...

Solving personnel cost, recruitment, and management challenges
Providing a pleasant healthcare experience for patients



In medical administrative tasks, efficiency in billing and reception handling reduces patient waiting time, while at the same time providing cost benefits by reducing the number of personnel and overtime hours.

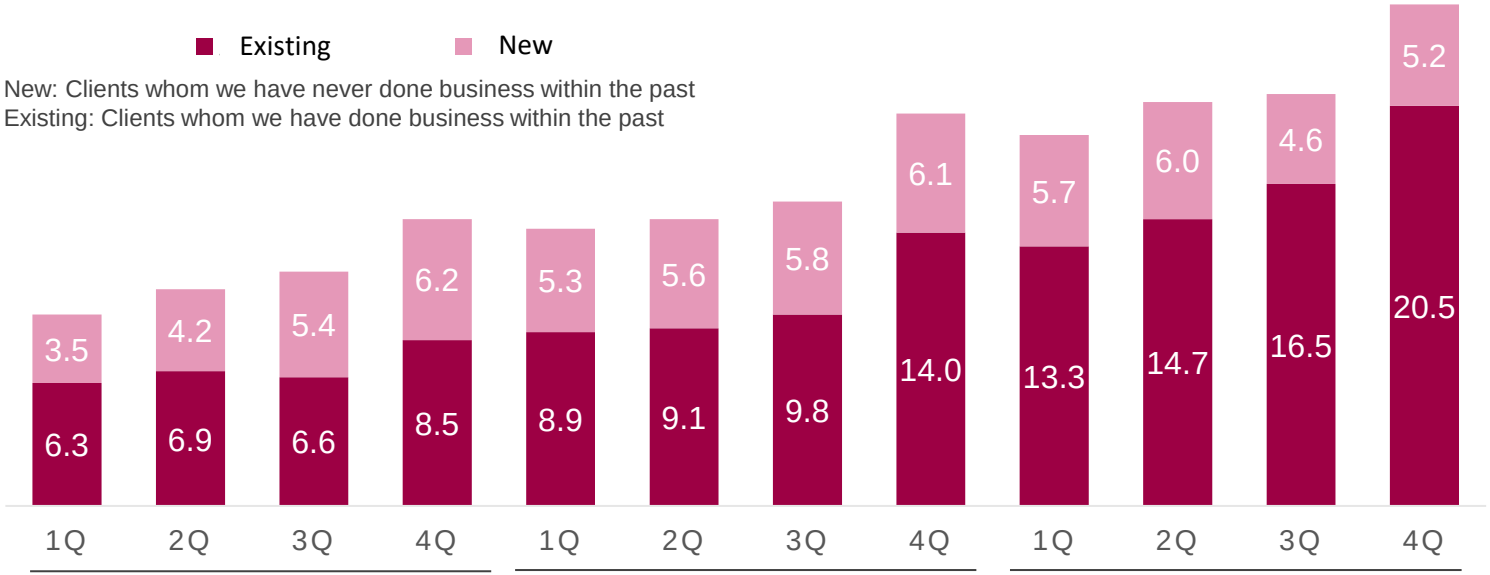
Cost savings over 5 years: 10 million yen

1. Bonuses, training costs, management costs, etc.
2. Typical 5-year labor costs for medical office personnel in a clinic (payroll: 200,000 yen/month Legal welfare cost: 30,000 yen/month Transportation cost: 5,000 yen/month Overtime: 10,000 yen/month Job advertisement cost: 300,000 yen)
3. Initial and maintenance costs for our NOMOCa stand

03 Consistent level of existing client sales ratio through reselling and cross-selling

- Although GENOVA has adopted a flow-type revenue model, it has been able to generate a certain level of sales through cross-selling and reselling to existing customers by leveraging our contact points1 with the 16,000 medical care facilities that we have cultivated over our 19-year history.

Sales (bn yen)



FY	FY3/2022	FY3/2023	FY3/2024
Consolidated Sales	4.80 bn yen	6.51 bn yen	8.68 bn yen
Ratio of Existing Clients	59.4%	64.7%	75.0 %

Resale Timing for Existing Clients

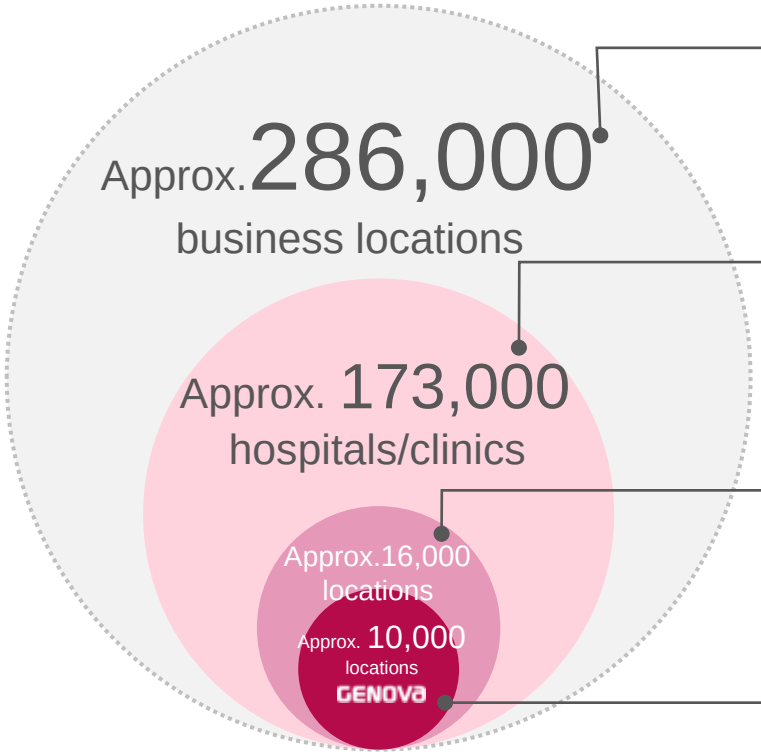
- When a new service (w.g., Medical DOC, NOMOCa Stand, NOMOCa Regi, etc.) is released, existing customers are informed
- When customers recognize the value of the service, they may purchase multiple different articles from Medical DOC
- As the number of patients at a medical institution increases, additional purchases of the NOMOCa series may be made

1. As of end of FY3/2025 Q3

*Excluding fixtures, NOMOCa stand customization costs, additional website and CLINIC BOT production costs, etc.
*Client sales are added for new and existing clients who had their first and second contracts in the same quarter, respectively.
*The opinions of the audit firms have not been obtained for the figures

04 Vast market in Medical Care Facilities and Peripheral Domains[1]

- Currently, GENOVA's main target is dental and medical clinics



Medical clinics	Approx. 105,000 locations[2]
Dental clinics	Approx. 67,000 locations[2]
Pharmacies	Approx. 63,000 locations[3]
Judo therapy clinics	Approx. 51,000 locations[3]
Medical clinics	Approx. 105,000 locations[2]
Dental clinics	Approx. 58,000 locations[2]

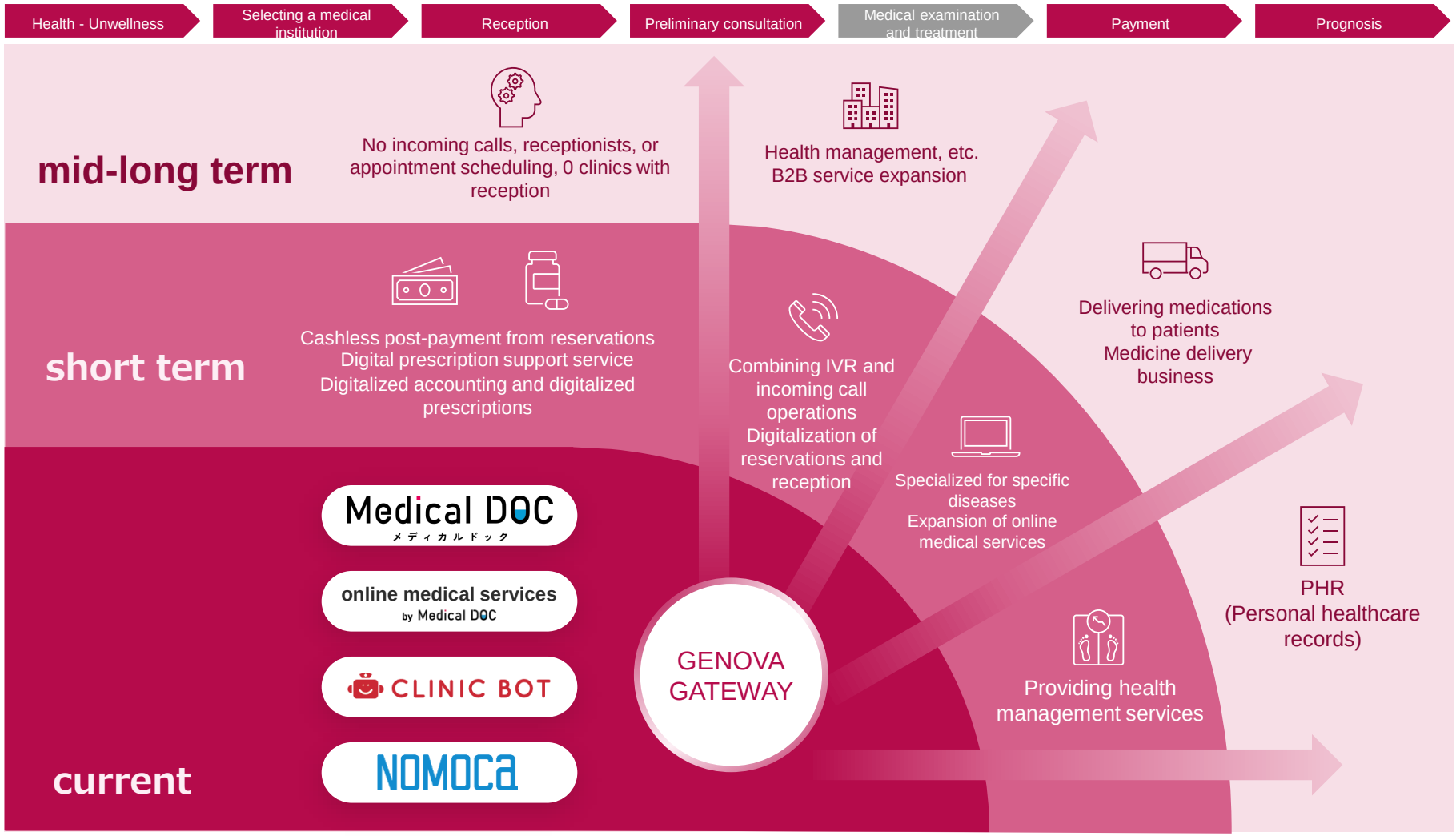
Total number of touch points for the Medical Platform Business and the Smart Clinic Business[4]

Total number of clients for the Medical Platform Business and the Smart Clinic Business[5]

1. The contents of this slide are based on various assumptions and do not constitute a guarantee or promise of the realization of any future plans or figures described herein
2. Based on the 2022 (Reiwa 4) Survey of Medical Facilities (Dynamic Survey) and Hospital Report
3. Based on the FY2022 (Reiwa 4) Health Administration Report (Statistics on Healthcare Workers).
4. The number of client touchpoints in the Medical Platform and Smart Clinic business segments since FY3/2018 (the start of both businesses), as of the end of FY3/2025 Q3.
5. The number of clients who have signed service agreements in the Medical Platform and Smart Clinic business segments since FY3/2018 (the start of both businesses), as of the end of FY3/2025.

Cross-selling Measures Based on the GENOVA GATEWAY Concept

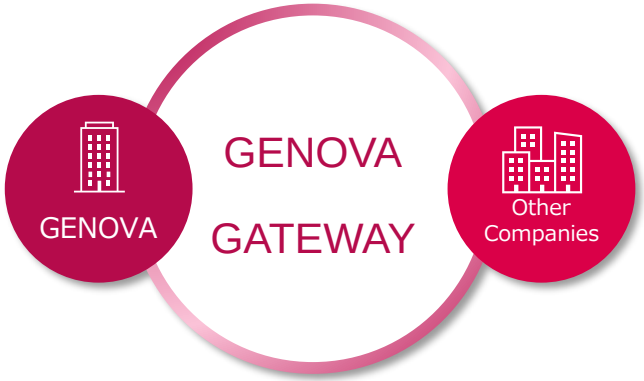
- Through GENOVA GATEWAY, GENOVA will combine its own and other companies' services to expand its service lineup and promote further cross-selling
- We aim to build contact points in domains other than direct medical treatment such as medical examinations and procedures



GENOVA GATE WAY Concept

- By linking our own services with those of other companies, we have captured new markets

What is GENOVA GATE WAY ?



Connecting other companies to our services

Planning

Capturing new markets

Case studies

By promoting the linkage of electronic medical records to the payment/reception machines, accounting data can be received directly from the electronic medical records, contributing to the reduction of medical administrative work.



Recurrent reception



Automatic payment machine

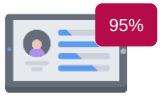


Digital patient ID card



Hospital display information

GENOVA GATEWAY linkage



Other Companies Electronic medical records/ Receipt Computer

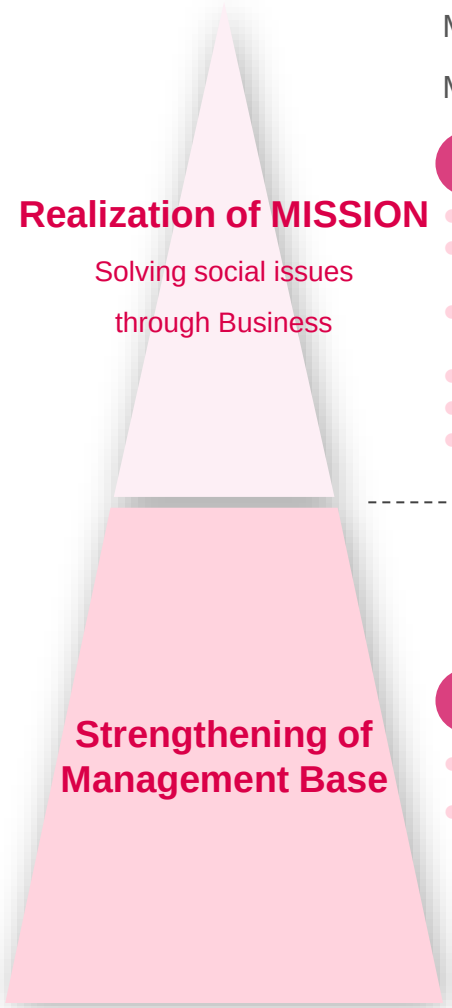
Rather than developing all services on our own, we will provide new value by combining the services, know-how, and knowledge of other companies. We aim to capture a competitive edge by specializing in areas to further solve challenges based on the revenue we have earned.

By promoting collaboration, new services that contribute to improved productivity can be provided

Materiality

MISSION Creating a healthy society by connecting people and Medical care

VISION Creating the 21st Century Medical Care Infrastructure/
Maximizing Patient Convenience and Clinic Productivity through Clinic Automation



Realization of MISSION

Solving social issues through Business

Strengthening of Management Base

Materiality① **Advances in Clinic Automation with Medical DX**

Materiality② **Creating organic and non-continuous growth**

Society

- Increase in medical expenses
- Prevention and promotion of uncontrolled diseases
- Expansion of lifestyle-related diseases
- Polarization of society
- Healthcare-related data linkage
- Inequality and lack of economic opportunity

Clients (Medical Institutions)

- Improve productivity（Hospital DX）
- Improved employee satisfaction

Clients (Patients)

- Access to correct medical information
- Reducing waiting time
- Increased healthy population through early testing and improvement

Materiality③ **Strengthen information security and improve governance**

Business Management

- Information security measures
- Cyber security measures

Materiality④ **Strengthening human Capital based on cultural empathy**

Employee

- Empathy with GENOVA Culture
- Recruitment of human resources with an emphasis on education
- Team play
- Health Management

Materiality⑤ **Understanding the Business Impacts of Climate Change**

Global

- TCFD compliant

About Skill Matrix

- As part of our efforts to strengthen our governance structure, we have visualized the skill matrix of our current management team
- We have been identifying the skills needed in the medical field surrounding our company and have been hiring professionals who are capable of handling this field. We will continue to strengthen our management team so that we can constantly improve our organization

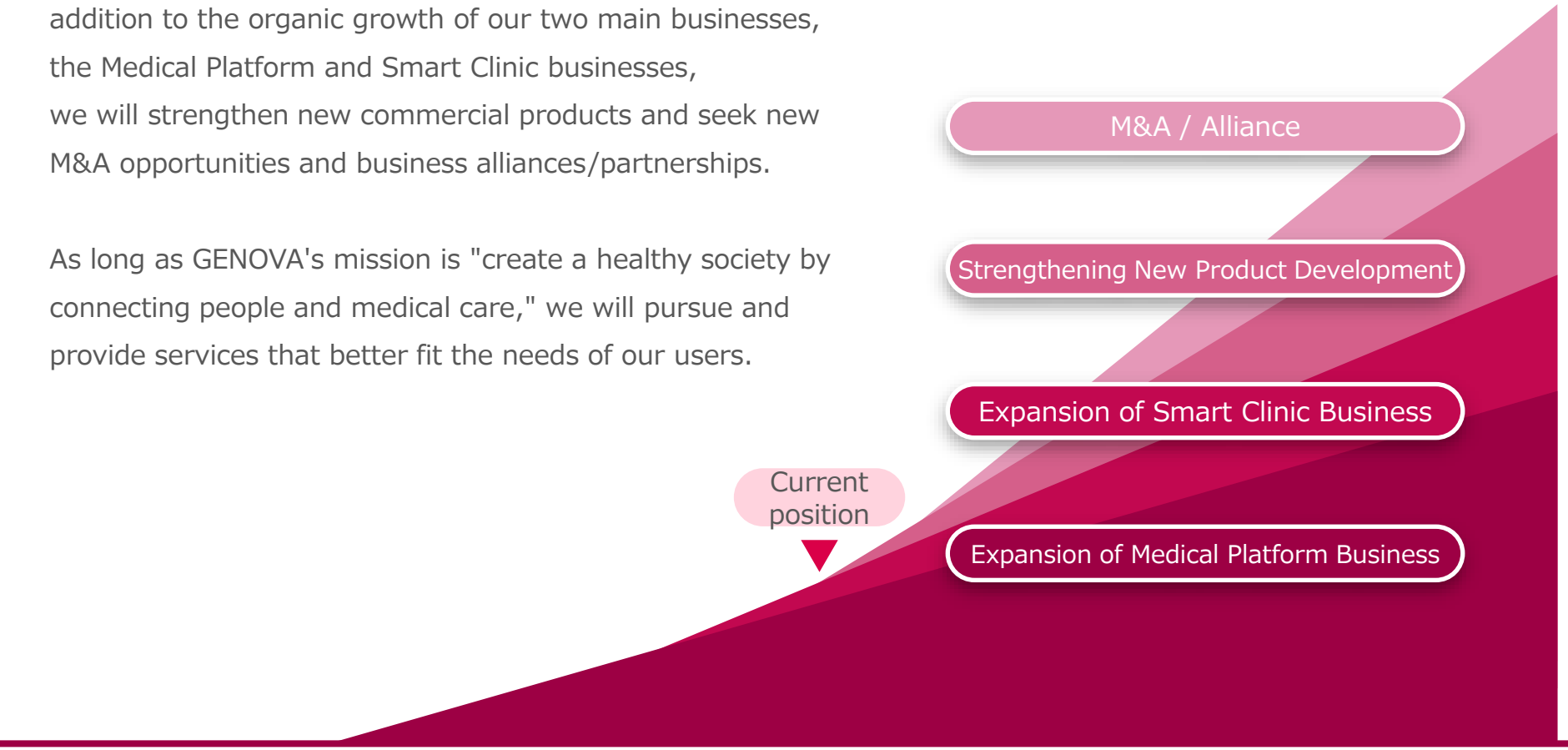
		Corporate Management	Sales and Marketing	IT . Digital . DX	Human Resources Training and Development	Dialogue with Capital Markets and Financial Accounting	Legal and Risk Management	Business Development and M&A	Industry Knowledge
Tomoki Hirase	CEO	●	●	●			●	●	●
Akinao Ueda	Director	●				●	●	●	
Koji Takeda	Director	●			●	●	●	●	
Yuki Sagehashi	Outside Director	●	●	●				●	●
Motoaki Fukui	Outside Director	●				●		●	
Takaaki Suzuki	Outside Director	●					●	●	●
Ayako Kato	Outside Director	●			●				●

1. As of the end of FY3/2025

Future Growth Strategy

In order to continue to create further discontinuous growth in addition to the organic growth of our two main businesses, the Medical Platform and Smart Clinic businesses, we will strengthen new commercial products and seek new M&A opportunities and business alliances/partnerships.

As long as GENOVA's mission is "create a healthy society by connecting people and medical care," we will pursue and provide services that better fit the needs of our users.



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GENOVA

Creating a healthy society by connecting people and medical care