November 16, 2026

To whom it may concern:

Company name	Sansan, Inc.
Representative	Chikahiro Terada, Representative Director & CEO (Code: 4443 TSE Prime Market)
Contact	Muneyuki Hashimoto, Director, Executive Officer, CFO
Tel	+81-3-6758-0033

Sansan, Inc. Releases ANNUAL REPORT 2026

Sansan, Inc. has published its ANNUAL REPORT 2026. In this report, the Sansan Group addresses a question capital markets are asking: what value does SaaS offer in the AI era? The report presents the Group's sustainable competitive advantages and growth potential from six perspectives.



ANNUAL REPORT 2026

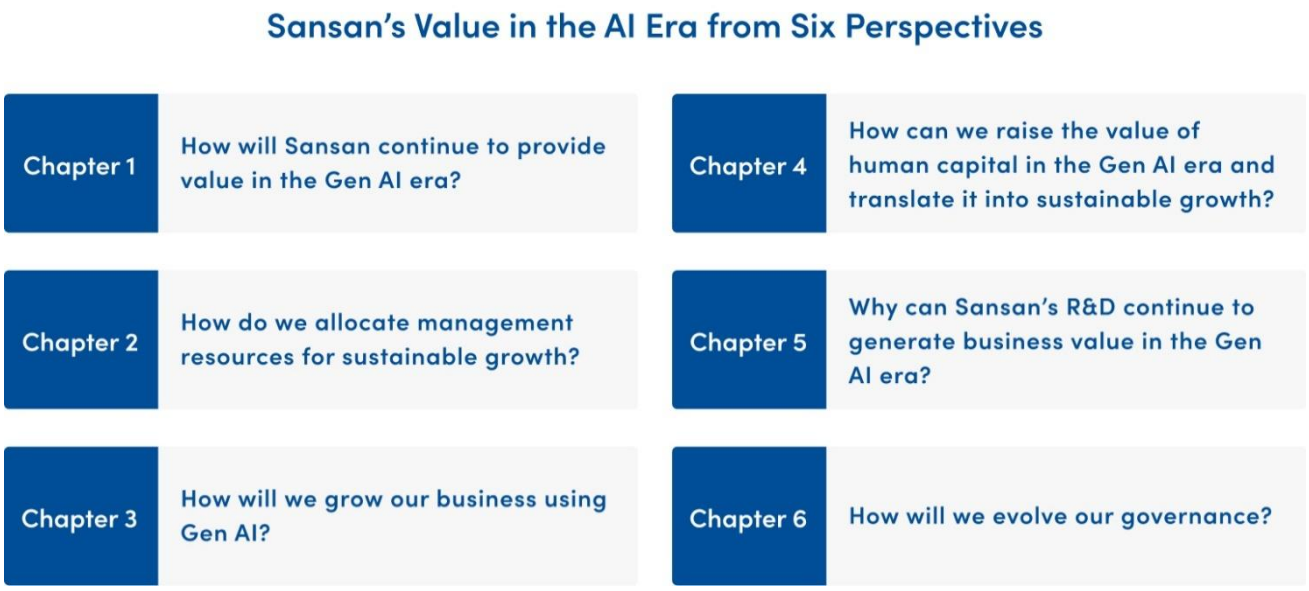
https://ir.corp-sansan.com/en/ir/library/report.html

The report's cover features a scene from a Sansan television commercial that began airing in May 2026. The series illustrates that AI needs business data to work effectively, and that data quantity alone is not enough: data quality determines AI performance.

About ANNUAL REPORT 2026

The Group has published annual reports since 2020 to share comprehensive financial and non-financial information with stakeholders. Its proactive disclosures have earned recognition from independent organizations in Japan and overseas for its annual reports, website, ESG initiatives, and investor relations activities.

ANNUAL REPORT 2026 was redesigned to give capital markets clear answers on the value of SaaS in the AI era. The report focuses on what readers need in order to understand how the Group creates value, and it presents that information in a more concise format.



As Gen AI advances, some in the capital markets have argued that "SaaS is dead." The Group, however, sees the rise of Gen AI as a major business opportunity. The Group's structural competitive advantage comes from its digitization technology and business model. The technology, which the Group has refined since its founding, accurately digitizes primary information unique to each company. The business model allows the Group to collect this information continuously as part of how its solutions work.

The Group expects advances in Gen AI to create more ways to use this information and deliver greater value to customers. The report details how the Group will use these strengths to maintain and strengthen its competitive advantages and pursue growth over the medium and long term.

Chapter 4 (Human Resource Strategies) and Chapter 5 (R&D) each feature a closer look at how the Group uses Gen AI.

The human resource strategies feature, "The Current State of 'AI-First,'" covers the Group's progress since it adopted "AI-First" as its theme for 2025. The Group reached 100% Gen AI usage and cut at least 100,000 hours of work. The feature also describes how the Group is using the time AI frees up to improve business results.

The R&D feature, “Further Evolving Digitization Through AI,” explains how the Group combines Gen AI with the digitization technology it has refined since its founding. This technology accurately converts information from business cards, invoices, contracts, and other documents into structured data. The Group is developing it further with its own Gen AI model.

As a provider of AX solutions that reshape how we work, Sansan will share more about what the Group is doing to build corporate value over time in the AI era and address social issues.