

April 14, 2025

For immediate release

Company name	VECTOR INC.
Representative	Keiji Nishie Chairman and Representative Director
Securities code:	6058 (Tokyo Stock Exchange Prime Market)
Contact	Yosuke Goto Director and CFO
Tel	+81-3-5572-6080

### Notice Regarding Acquisition of gracemode Shares and Consolidation

VECTOR INC. (hereafter, “VECTOR” or the “Company”) hereby announces that it has decided to acquire shares of gracemode K.K. and consolidate it, and has signed a share transfer agreement. The details are outlined below.

#### 1. Purpose of the Acquisition

The VECTOR Group is guided by its philosophy of “making people happy by delivering excellent products, services and solutions to the world,” and has consistently achieved growth by developing a business centered around strategic PR services.

Moreover, even during periods of growth, the Company has proactively responded to changes in the market environment while continuously expanding and strengthening its services. As a “fast company” offering comprehensive, one-stop support for marketing strategies aimed at making people aware of the outstanding products, services, and other attributes of our clients, it has developed a system to provide a wide range of marketing services that balance effectiveness and cost efficiency to meet customer needs.

According to the “2024 Advertising Expenditure in Japan” report released by Dentsu Inc. in February 2025, the advertising industry has continued to experience high growth in internet advertising expenditures, driven by the digitalization of society. In particular, the increasing demand for video ads and vertical-format video ads on social media platforms is driving the overall market, and the internet advertising market is expected to continue expanding in the future.

In response to changes in the market environment, the Company is focused on strengthening its Group foundation, including through M&A, with the goal of enhancing services, particularly in the social media sector, where the share of consumers’ disposable time is increasing, within the broader context of digital marketing.

Specializing in PR and digital marketing support for the beauty and cosmetics sector, gracemode focuses on SNS marketing. With the mission of continuously enhancing lives towards individual happiness and well-being, gracemode provides one-stop support for end-to-end strategies, from increasing brand awareness on social media to driving purchases, all aimed at consumers.

With this acquisition, the Company aims to broaden its marketing capabilities by combining gracemode’s expertise in social media marketing and social media with the PR and customer base of the Group. This will

maximize the effectiveness of efforts to promote our clients' outstanding products, services, and other attributes to the world, while strengthening the foundation for contributing to their business growth.

VECTOR will continue to enhance the Group, including through M&A, to adapt to changes in the market environment, while driving further growth and offering comprehensive support for our clients' marketing strategies.

## 2. Overview of the New Subsidiary (gracemode)

(1) Company name	gracemode K.K.		
(2) Address	3F, THE WORKS CROSS, 1-13-6 Aobadai, Meguro-ku, Tokyo		
(3) Name and title of representative	Representative: Minori Fuke		
(4) Business description	1. Planning and sales of cosmetics 2. e-commerce site operations 3. PR and marketing agency services		
(5) Share capital	¥50,000,390		
(6) Established	January 25, 2018		
(7) Major shareholders and shareholding ratio	Minori Fuke: 74.4%		
(8) Relationship between the listed company and said company	Capital relationship	Not applicable.	
	Personal relationship	Not applicable.	
	Transactional relationship	Not applicable.	
(9) Business performance and financial position for the last three years			
Fiscal year-end	December 31, 2022	December 31, 2023	December 31, 2024
Net assets	¥69 million	¥190 million	¥491 million
Total assets	¥109 million	¥330 million	¥608 million
Net assets per share	¥2,669.41	¥7,279.82	¥18,798.81
Net sales	¥144 million	¥502 million	¥859 million
Operating profit	¥67 million	¥173 million	¥265 million
Ordinary income	¥72 million	¥173 million	¥268 million
Net profit	¥48 million	¥120 million	¥195 million
Earnings per share	¥1,867.95	¥4,610.41	¥7,487.37
Dividends per share	¥0	¥0	¥0

Note: The figures are prior to the application of the Accounting Standard for Revenue Recognition (ASBJ Statement No. 29, March 31, 2020), among others.

### 3. Overview of the counterparty to the acquisition of shares

Name	Minori Fuke, 10 other individuals, one corporation
Address	The address will remain undisclosed at the counterparty's request.
Relationship between the listed company and the counterparty to the acquisition of shares	There are no capital, personnel, or transactional relationships requiring disclosure between the Company and the counterparty to the share acquisition. The counterparty is also not classified as a related party.

### 4. Number of shares, acquisition price, and share ownership before and after the acquisition

(1) Number of shares held before transfer	0 (Number of voting rights: 0, Voting rights ownership percentage: 0.0%)
(2) Number of shares acquired	26,135 (Number of voting rights: 26,135)
(3) Acquisition cost	¥1,492 million for common shares of gracemode K.K. ¥2 million for advisory fees, etc. (Estimated amount) Total (Estimated amount): ¥1,495 million
(4) Number of shares held after transfer	26,135 (Number of voting rights: 26,135, Voting rights ownership percentage: 100.0%)

Note: The acquisition price was determined after conducting accounting, tax, and legal due diligence by a third-party organization, in consultation with the seller.

### 5. Schedule

(1) Agreement conclusion date	April 14, 2025
(2) Scheduled share transfer execution date	April 30, 2025

### 6. Outlook

The impact of this acquisition on the consolidated performance for the fiscal year ending February 28, 2026, is expected to be minimal. However, any significant developments will be promptly disclosed.