

Y M I R L I N K

First Quarter of the Fiscal Year Ending December 31, 2025
Summary of Financial Results

May 15, 2025

YMIRLINK, Inc.

Security identifier code: 4372

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1.

Business Overview

Messaging solution business

We support corporate digital communications and marketing with technology and services.



Cuenote Series

Email

Email delivery system
Cuenote® FC



Includes large-scale, high-speed delivery performance and extensive marketing functions

Percentage of sales
64.8%

SMS

SMS delivery service
Cuenote® SMS



Direct carrier access-type SMS delivery Service
Supports IVR and two-way communication for sending from API and screen

Percentage of sales
12.8%

Other

Web push notifications

Cuenote® Push



A service that can send web push notifications to users' PCs and smartphones without the need for an app

Email delivery API

Cuenote® SRS



Relays email with an API and SMTP to resolve delays and non-deliveries
Includes delivery error reason analysis function

Percentage of sales
19.8%

Authentication service

Cuenote® Auth



A service that enables the simple implementation of secure multi-factor authentication using SMS/IVR through an API

Online survey and form system

Cuenote® Survey



Creates surveys and secure forms
Supports flexible design and multiple languages

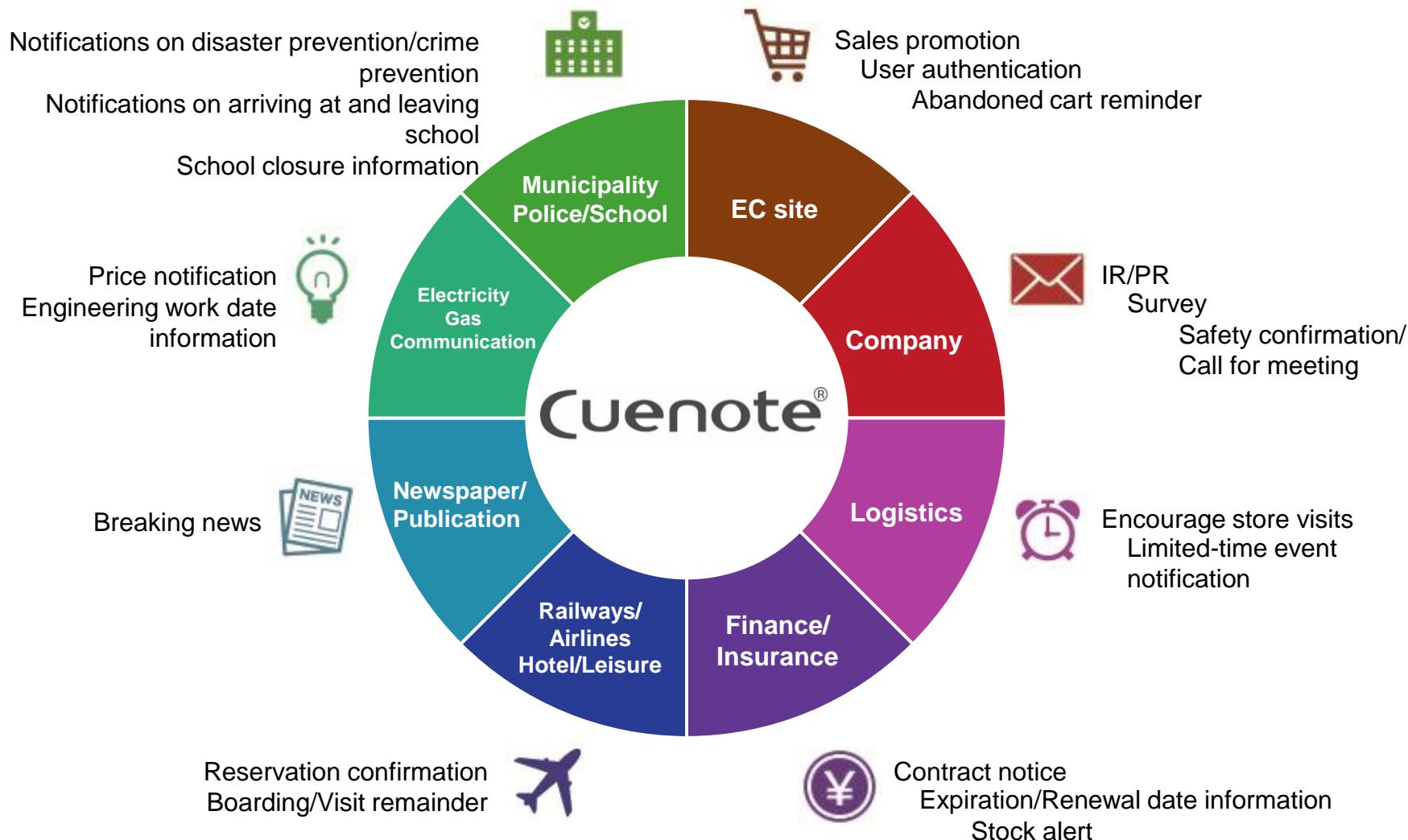


安否確認サービス
Cuenote®

Linked with weather information, in the event of disaster it automatically confirms safety status of the employees in the affected area

Where is Cuenote used?

In addition to promotional use, it is used for a variety of purposes and industries



Clients of Cuenote

Since its launch, Cuenote has gained popularity with many clients.
Over 2,600 contracts

Listed companies



Unlisted companies



Government offices



Actual results for service

ARR*¹
(Annual recurring revenue)

2.71 billion yen

As of December 2024

Cuenote Series contracts

Over **2,500** contracts

As of December 2024

Recurring fee sales ratio

97.1%

Cumulative total for January to December 2024

Churn rate
(*2)

0.41%

Churn rate across all series *3
January 2024 to December 2024 monthly average

NRR*⁴
(Net retention rate)

Mail: 103.3%
SMS: 103.9%

December 2023 to December 2024

Engineer ratio
(YMIRLINK only*5)

54.1%

As of December 2024

*1 ARR: An abbreviation of Annual Recurring Revenue.

This is calculated by multiplying the December 2024 Monthly Recurring Revenue (MRR: highly continuous revenue such as monthly subscription revenue, etc.) by 12.

*2 Churn rate: Revenue churn rate

This is the average value of the monthly churn rate in the total amount basis for January to December 2024 and calculated by the following formula. Monthly churn rate (%) = Amount of churn in current month ÷ amount recorded at beginning of month × 100

*3 The full-series churn rate is the monthly churn rate for the total of all series in the Cuenote series (FC, SRS, SMS, Auth, Survey, Safety Confirmation, etc.).

*4 NRR: An abbreviation of Net Revenue Retention.

This is the net revenue retention at the end of December 2024 for clients using the service at the end of December 2023, calculated by means of the following formula.

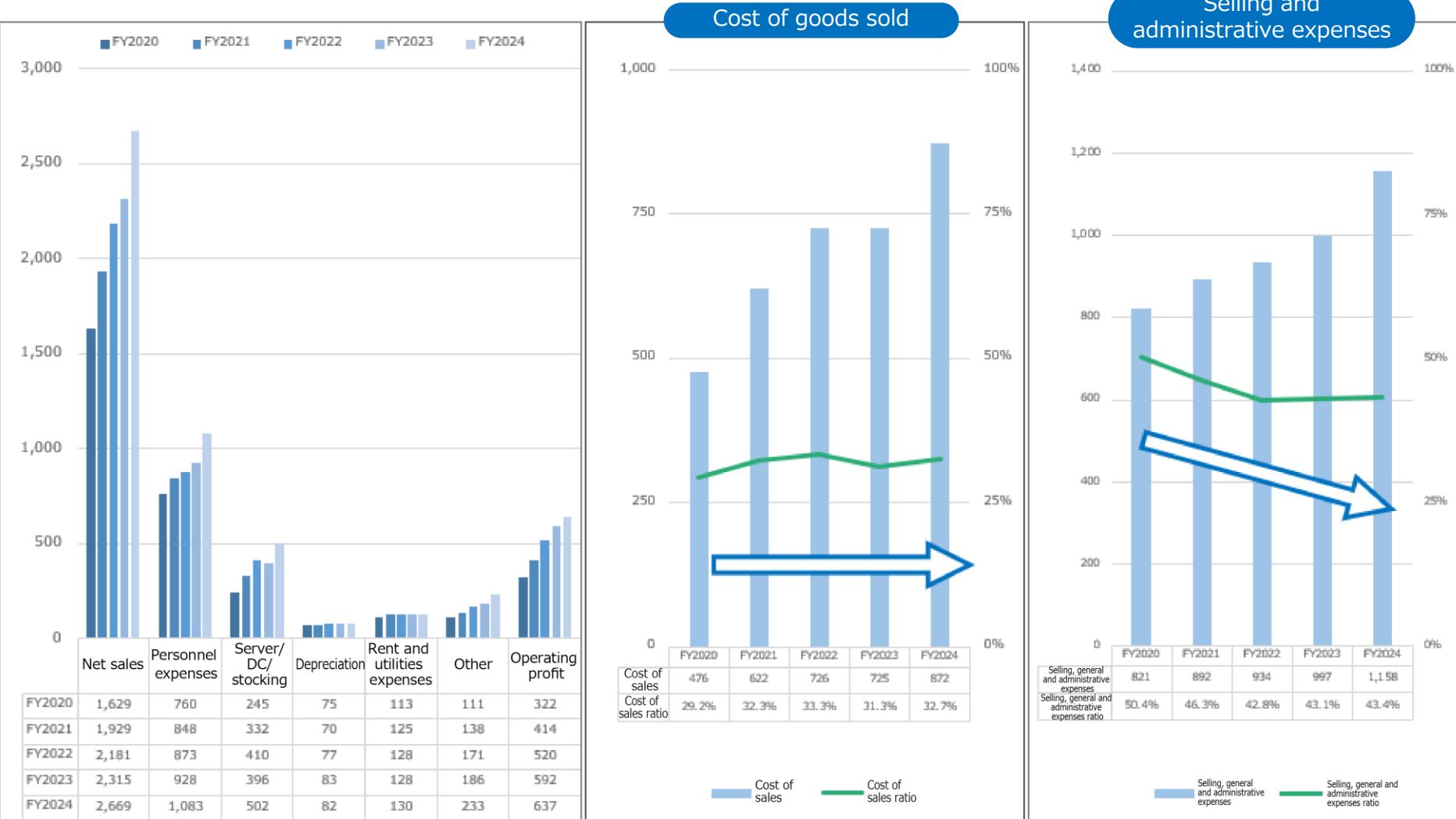
(MRR at end of December 2024) + [Increase/decrease of MRR due to plan changes during applicable period] - [Amount of MRR decrease due to churn during applicable period]) ÷ [MRR at end of December 2023] × 100

The above-mentioned applicable period refers to the period from the end of December 2023 until the end of December 2024. The amount of increase of MRR from new customers during the applicable period is not included.

*5 Engineer ratio (YMIRLINK only): While YMIRLINK has shifted to consolidated accounting as of the fiscal year ended December 31, 2024, the figures shown for the engineer ratio are for YMIRLINK alone.

YMIRLINK Cost Structure (changes in main operating expenses, costs, and ratio of selling and administrative expenses)

- As a result of insourcing efforts, more than half of costs are labor costs, and together with other costs such as data center costs, amortization, and rent, they are easy to forecast.
- While variable costs have increased due to increased personnel expenses resulting from improved employment conditions and an increase in SMS sales (cost of sales: SMS communication costs), they are under control.



* While YMIRLINK has shifted to consolidated accounting as of the fiscal year ended December 31, 2024, figures for financial results for the year ended December 31, 2023 are for YMIRLINK only.

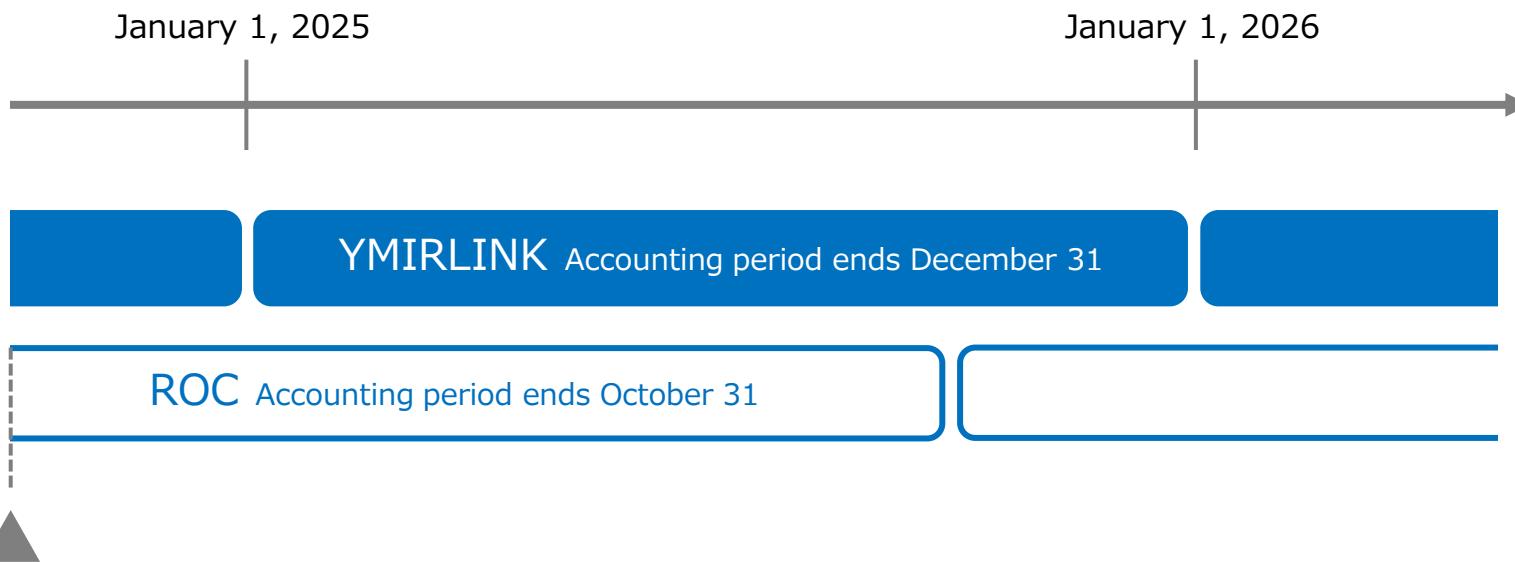


2.

Financial results for
the 1st quarter of the fiscal year
ending December 31, 2025

Shift to consolidated accounting

As per the Notification of Completion of Acquisition of Shares of ROC inc. (Creation of Subsidiary) released on September 2, 2024, YMIRLINK has acquired ROC inc. as a subsidiary and now produces consolidated financial results.



PL (profit/loss) consolidated from
the year ending December 31, 2025

Earnings summary

Net sales

724 million yen Year-on-year **11.8% increase**

Record amount for Q1 recorded thanks to the effect of consolidation among other factors

Operating profit

142 million yen Year-on-year **3.0% decrease**

4 million yen decrease in profit due to cost increase accompanying consolidation

Mail

577 million yen Year-on-year **5.1% increase**

End-of-year MRR: 190 million yen / MRR ^(*1) growth due to increase in number of contracts

SMS/Auth

92 million yen Year-on-year **9.4% increase**

End-of-year MRR: 34 million yen / MRR growth due to increase in number of contracts

Survey and other services

16 million yen Year-on-year **12.6% increase**

End-of-year MRR: 5 million yen / 8.8% increase year-on-year

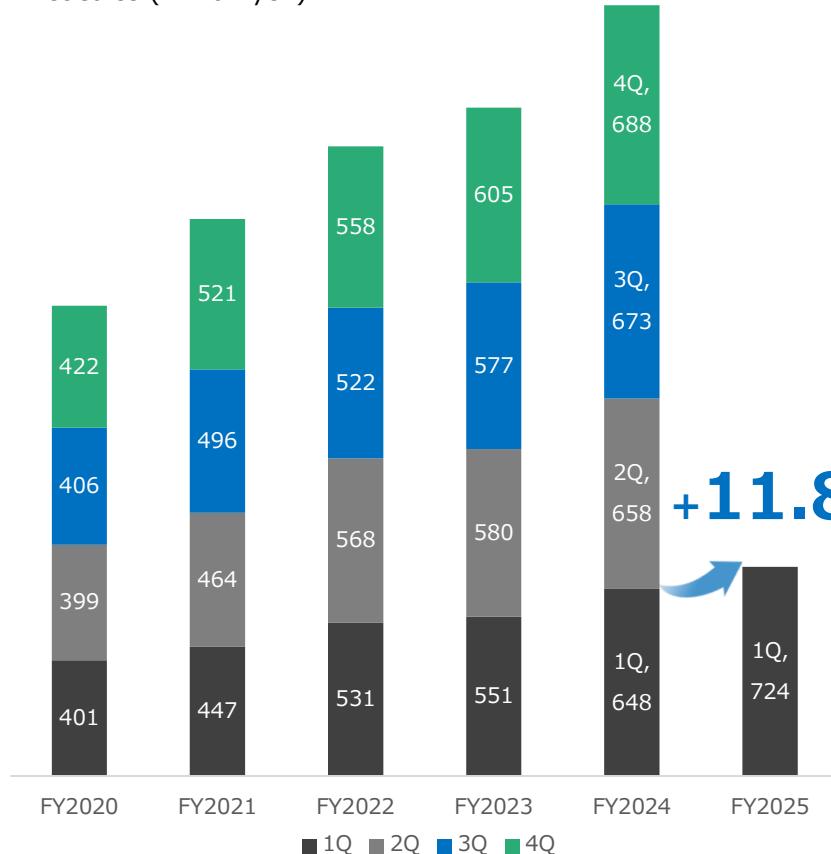
(*1) MRR (Monthly Recurring Revenue):

Revenue from contracts that stipulate services or use for a certain period of time, such as sales from SaaS service usage and maintenance service for purchase type software

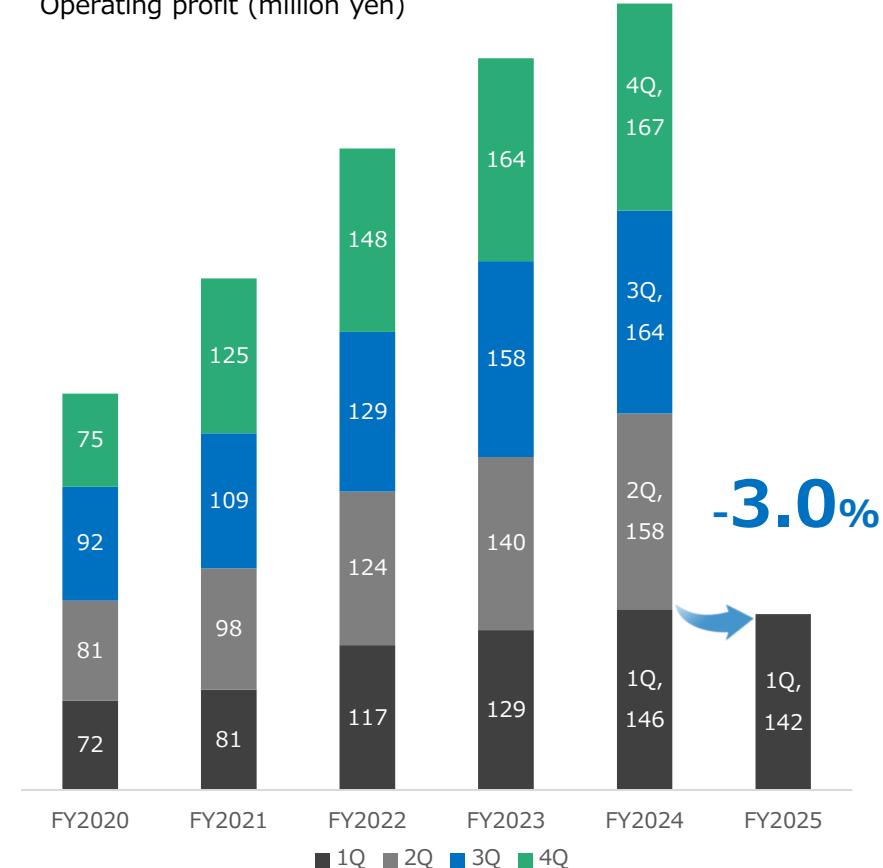
Business Results Development (up to the most recent quarter)

 Sales were the highest ever, operating profit fell slightly due to an increase in costs resulting from consolidation

Net sales (million yen)



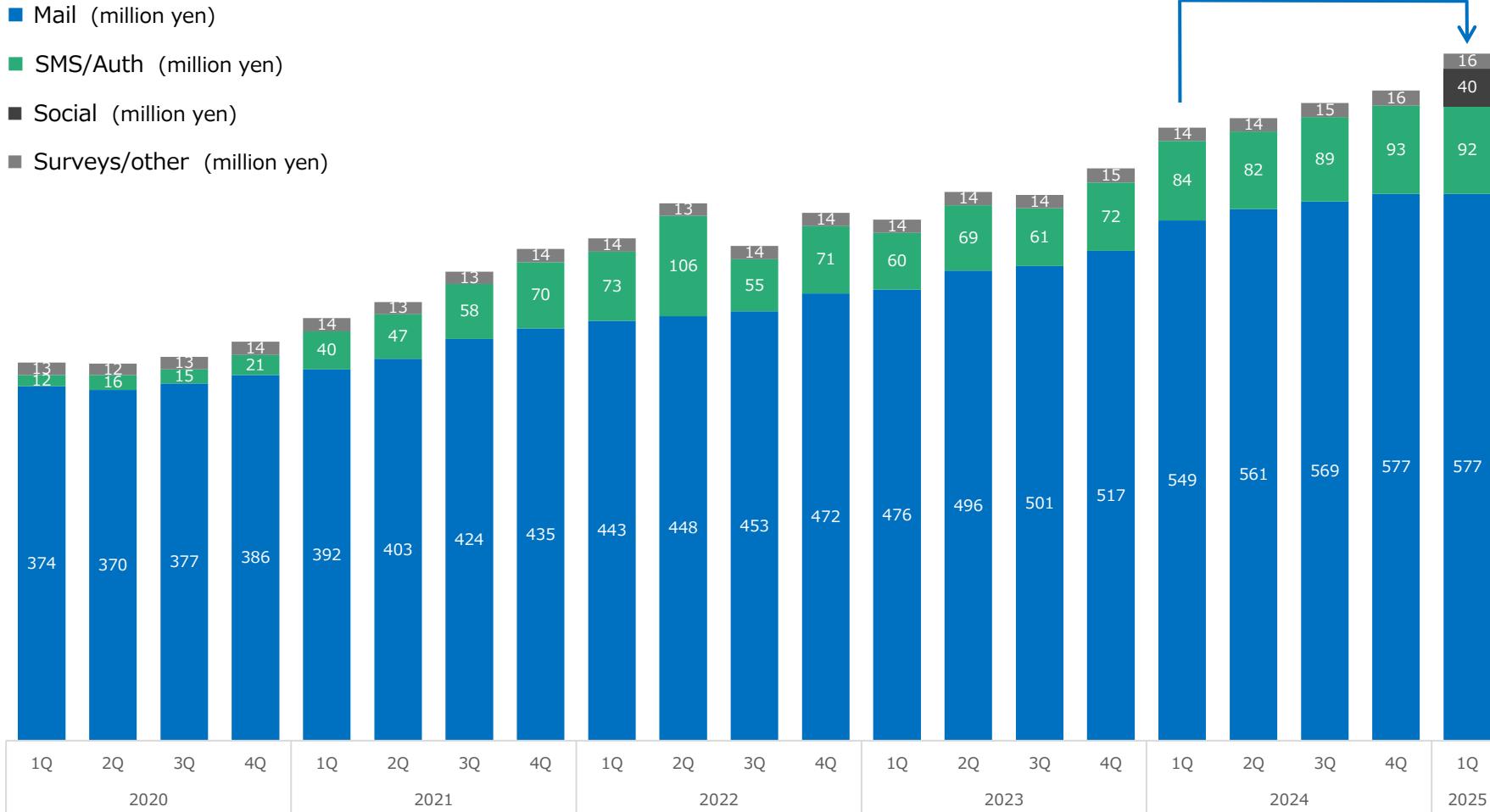
Operating profit (million yen)



Quarterly Sales Development (by Service)

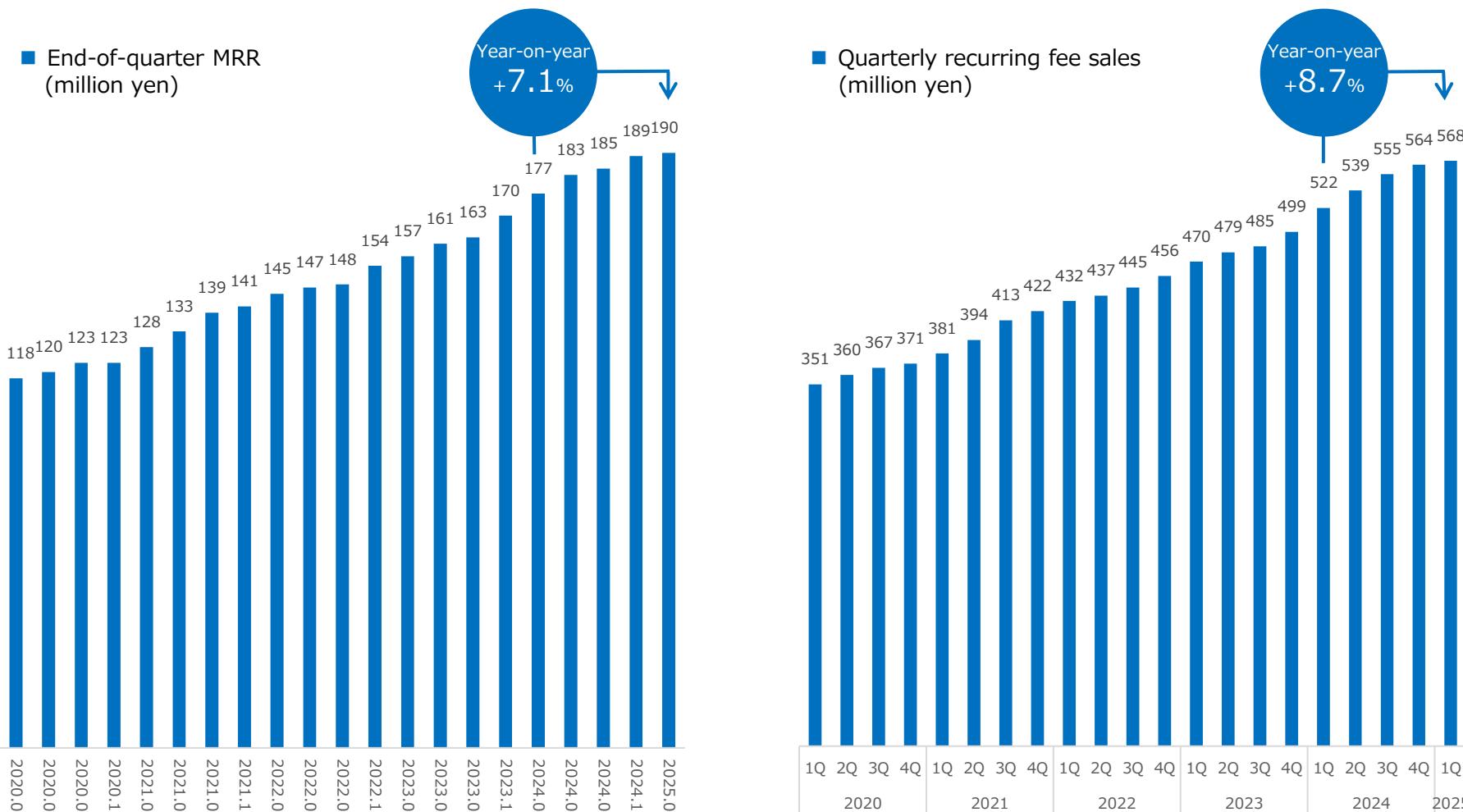
 Year-on-year: Growth in mail (5.1%) and SMS (9.4%)

- Mail (million yen)
- SMS/Auth (million yen)
- Social (million yen)
- Surveys/other (million yen)



Mail End-of-quarter MRR (*1)/Quarterly recurring fee sales

MRR at the end of the fiscal year increased by 7.1% over the same period in the previous year to 190 million yen, and first quarter recurring fee sales saw a 8.7% year-on-year increase to 568 million yen.



(*1) MRR (Monthly Recurring Revenue):

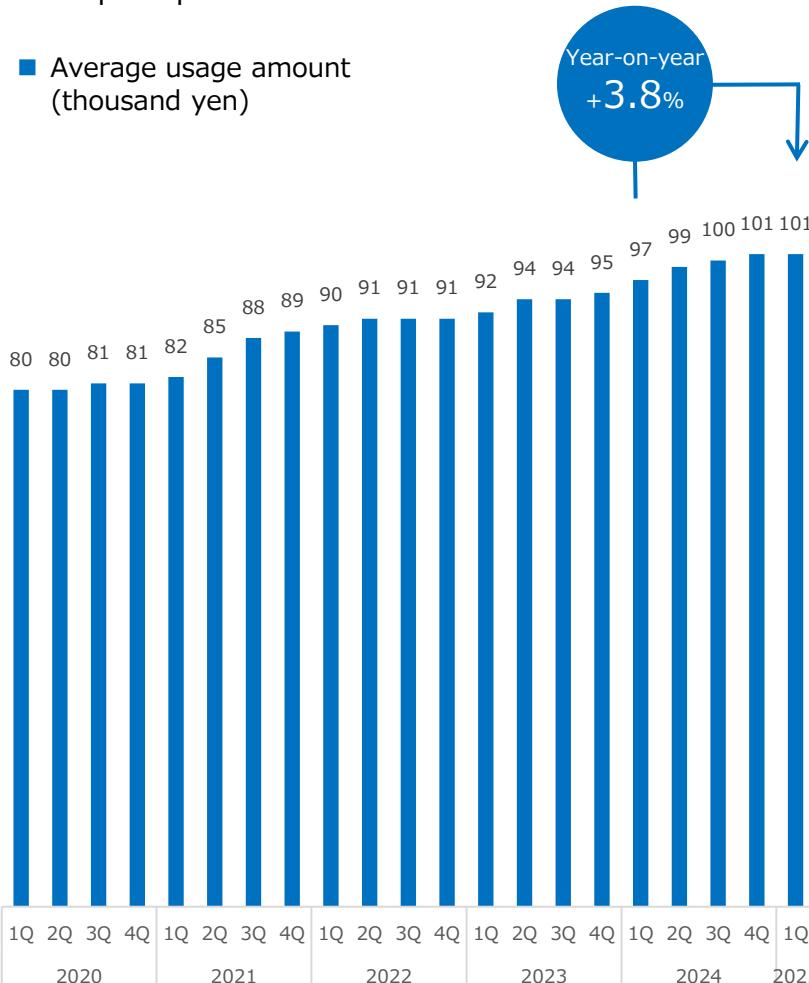
Revenue from contracts that stipulate services or use for a certain period of time, such as sales from SaaS service usage and maintenance service for purchase type software

Mail Average usage amount/Monthly churn rate

Average usage amount (*1)

3.8% growth in average usage amount due to increase in enterprise plan contracts

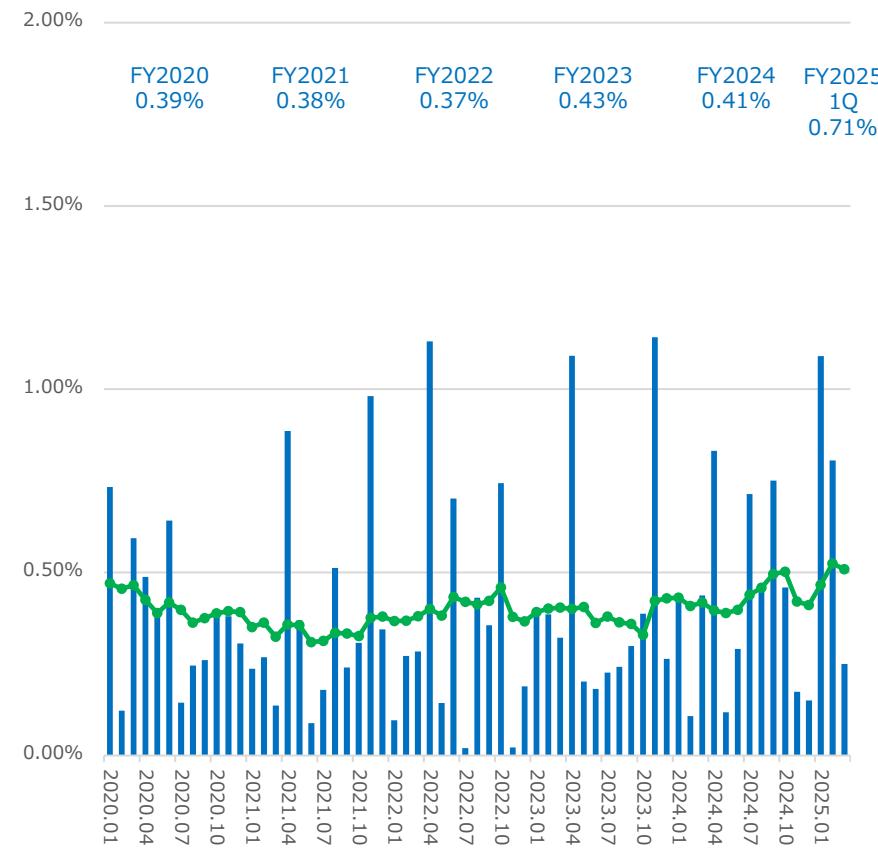
■ Average usage amount (thousand yen)



Churn rate (*2)

The monthly churn rate deteriorated to 0.71% due to cancellations by some customers

■ Monthly churn rate
■ 12-month moving average



(*1) One-off sales (one-time-fee sales) such as initial setting and customization are not included in the average usage amount per contract

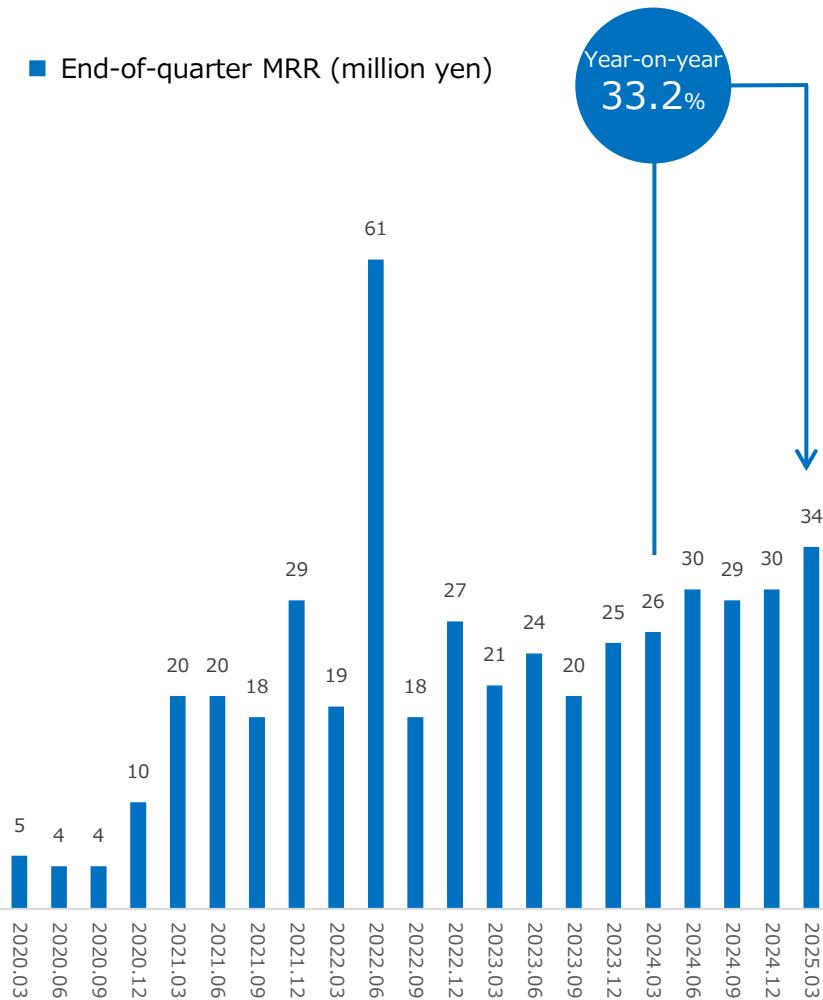
This is calculated by the formula: [Total full-year recurring fee sales / Total number of full-year contracts]

(*2) The churn rate is based on the revenue churn (amount based), and it is calculated by the formula: <Cancellation amount incurred in the month / Contract amount at the beginning of the month x 100>

SMS/Auth Quarterly MRR/Quarterly recurring fee sales

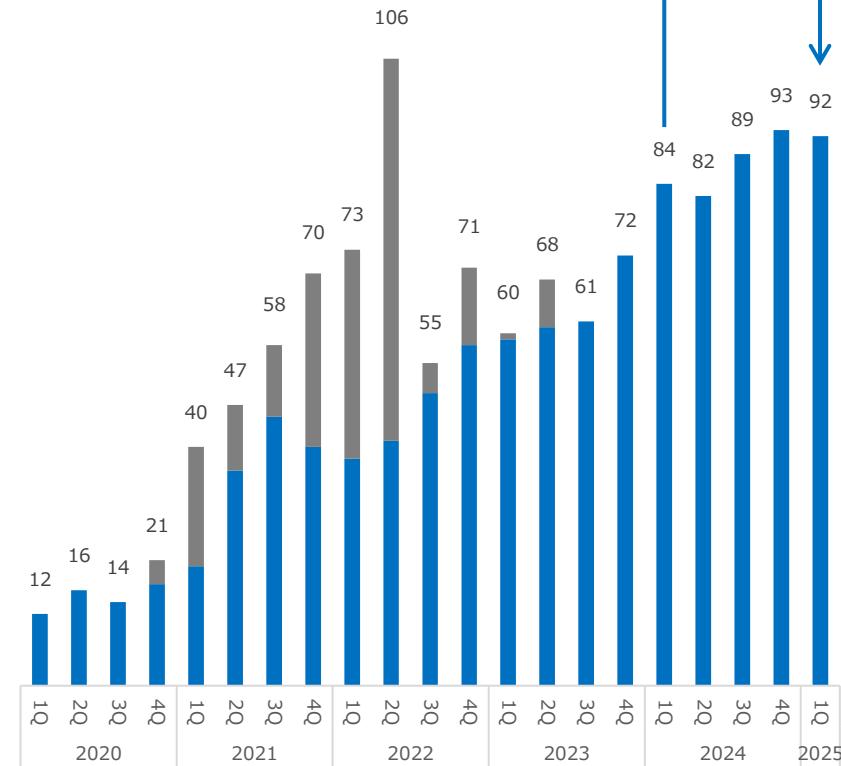
End-of-quarter MRR and quarterly recurring fee sales both grew year-on-year due to increased users

■ End-of-quarter MRR (million yen)



Year-on-year
33.2%

■ Quarterly recurring fee sales /general customers (million yen)
■ Quarterly recurring fee sales /specific customers (million yen)



Year-on-year
9.5%

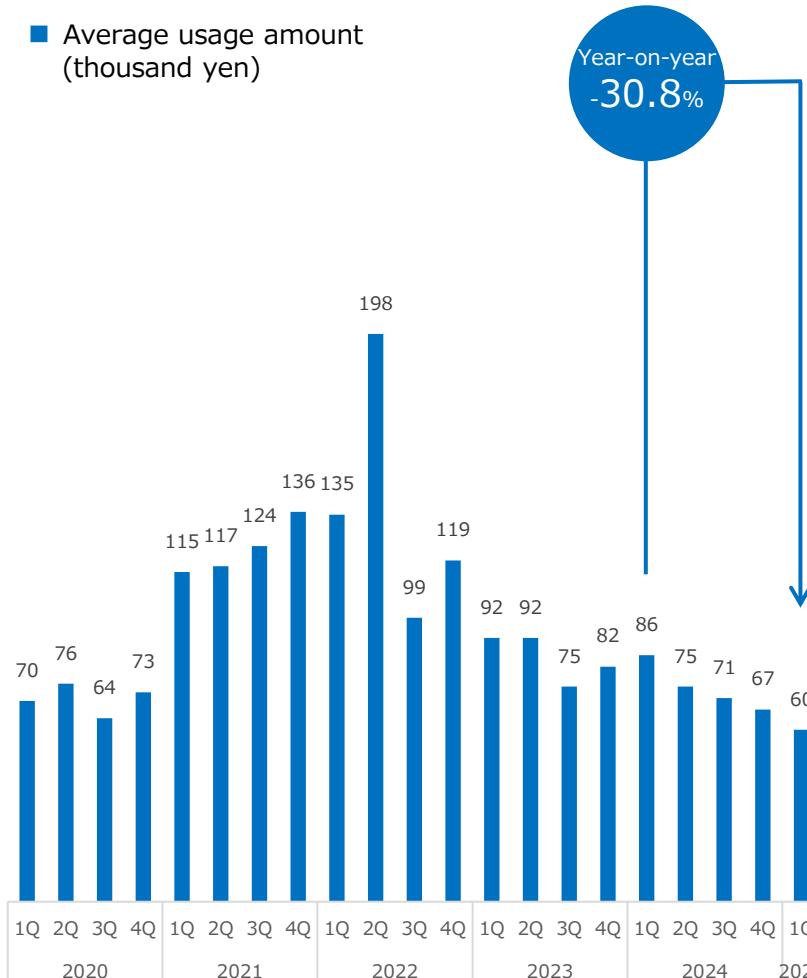
The number of monthly deliveries may increase or decrease due to seasonal factors such as peak season and off-peak season or environmental factors such as climate and disasters.

SMS/Auth Average usage amount/Monthly churn rate

Average usage amount for SMS/Auth (*1)

Decrease of 30.8% in average usage amount due to an increase in light-use customers

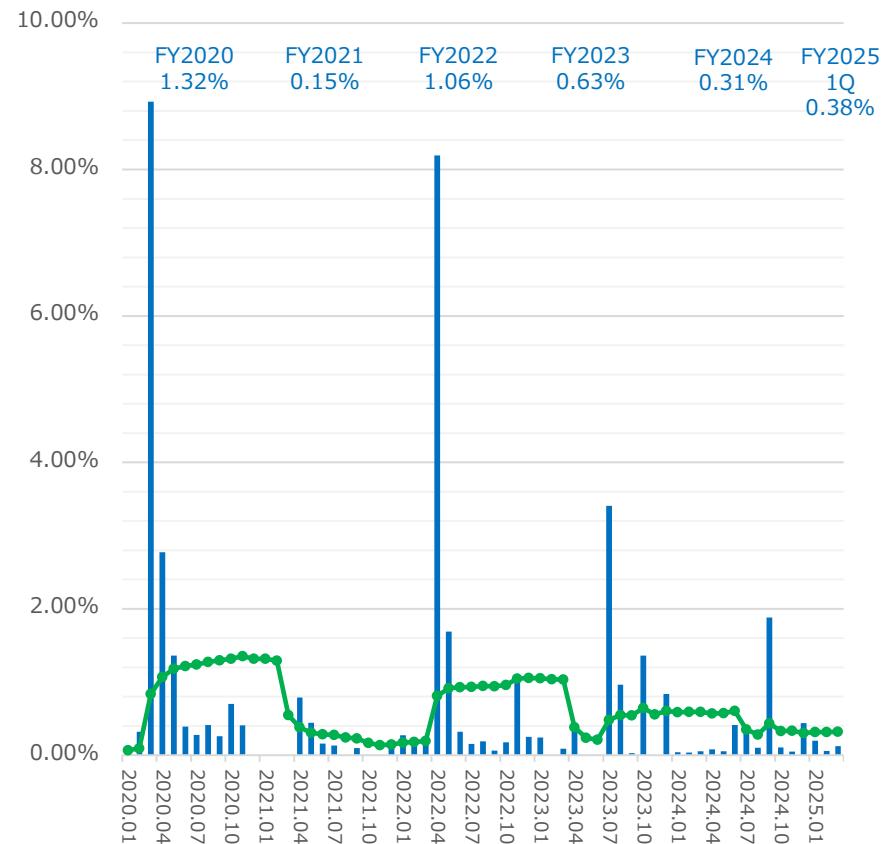
■ Average usage amount (thousand yen)



SMS/Auth churn rate (*2) (*3)

The monthly churn rate for the fiscal year in question was low at an average of 0.38%

■ Monthly churn rate
■ 12-month moving average



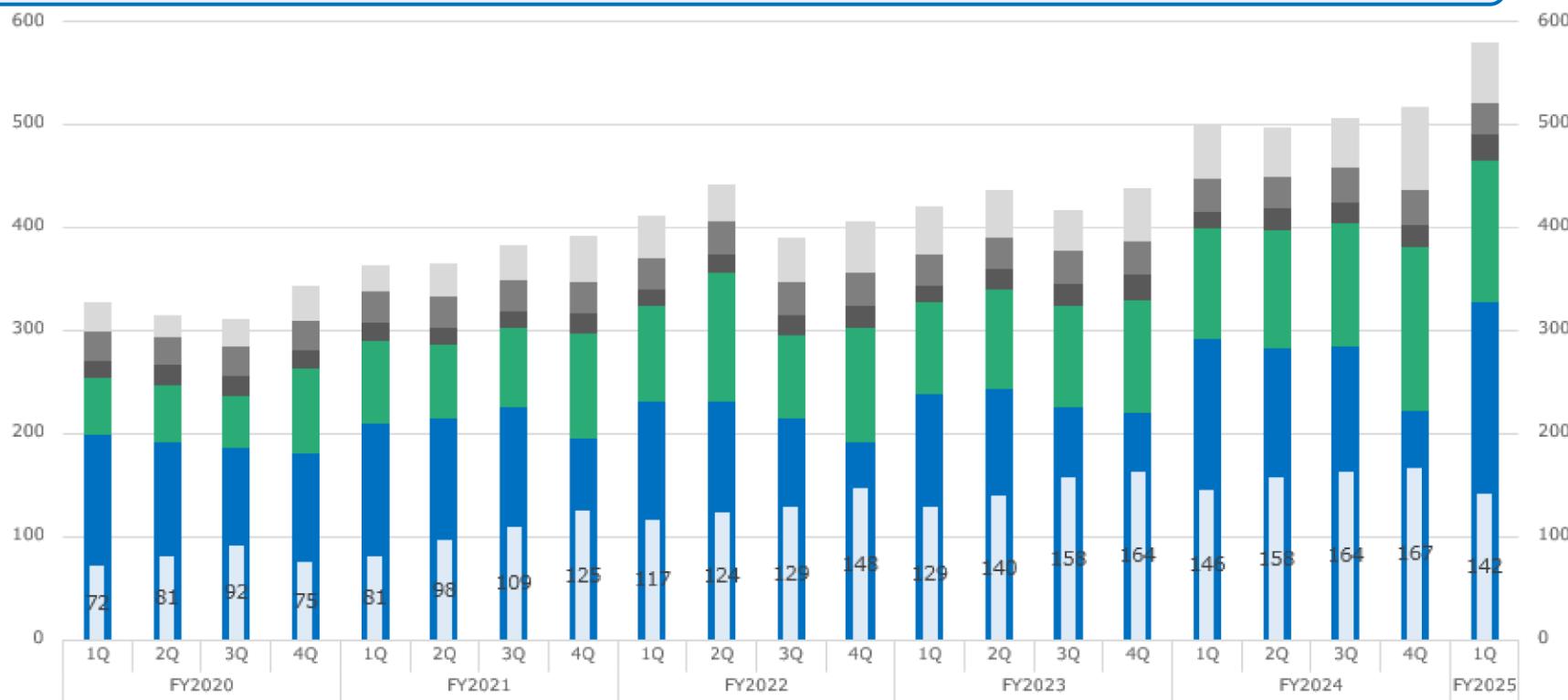
(*1) One-off sales (one-time-fee sales) such as initial setting and customization are not included in the average usage amount per contract. This is calculated by the formula: [Total full-year recurring fee sales / Total number of full-year contracts]

(*2) The churn rate is based on the revenue churn (amount based), and it is calculated by the formula: <Cancellation amount incurred in the month / Contract amount at the beginning of the month x 100>

(*3) Since SMS is mostly pay-per-use based on the number of deliveries and monthly usage amounts vary, the churn rate is calculated after determining the average usage amount before the clients left the service

Growth of quarterly operating expenses and operating profit

Increase in labor costs, depreciation expenses, commissions, and other costs due to consolidation



Other	28	22	26	34	25	32	34	44	40	36	42	50	46	47	39	53	52	49	49	81	59
Rent and utilities expenses	28	27	29	28	30	31	32	31	31	32	32	31	30	31	33	32	31	31	33	33	30
Depreciation	17	19	19	19	18	16	16	19	15	18	21	22	17	19	21	24	17	20	21	22	25
Server/DC, stocking, etc.	55	57	50	81	80	71	76	103	93	124	80	111	89	97	99	109	107	115	119	159	139
Personnel expenses	199	191	187	182	210	215	226	195	232	232	215	192	238	243	225	221	292	283	285	222	327
Operating profit	72	81	92	75	81	98	109	125	117	124	129	148	129	140	158	164	146	158	164	167	142
Operating profit ratio	18.1%	20.4%	22.8%	17.9%	18.1%	21.1%	22.1%	24.1%	22.2%	21.8%	24.8%	26.6%	23.5%	24.2%	27.4%	27.1%	22.6%	24.0%	24.4%	24.4%	19.6%

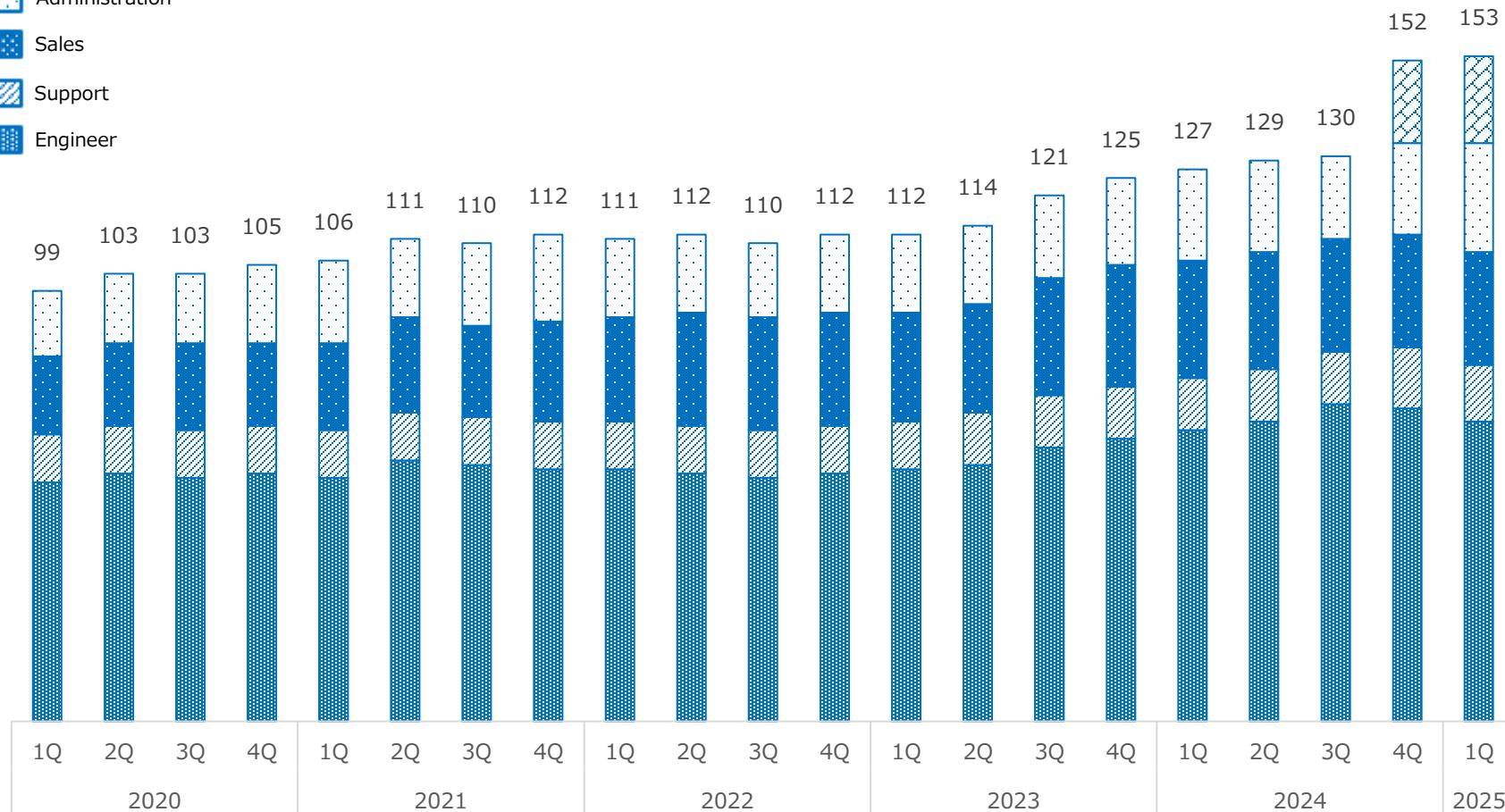
Income statement

	Q1 2024	Q1 2025	Rate of increase/ decrease	Increase/ decrease
Net sales	648 million yen	724 million yen	11.8 %	76 million yen
Cost of goods sold	213 million yen	253 million yen	18.4 %	39 million yen
Gross profit	434 million yen	471 million yen	8.5 %	36 million yen
Gross profit ratio	67.0 %	65.1 %	(2.0 pts.)	-
Sales, general and administrative expenses	288 million yen	329 million yen	14.4 %	41 million yen
Operating profit	146 million yen	142 million yen	(3.0 %)	(4 million yen)
Operating profit ratio	22.6 %	19.6 %	(3.0 pts.)	-
Ordinary profit	146 million yen	142 million yen	(2.7 %)	(3 million yen)
Current net profit	101 million yen	95 million yen	(6.0 %)	(6 million yen)
Current net profit ratio	15.6 %	13.1 %	(2.5 pts.)	-

Number of group employees

One more employee has joined since the end of the previous period to make the total 153

- Subsidiary
- Other
- Administration
- Sales
- Support
- Engineer



Balance sheet

	FY ended December 31, 2024	FY ended March 31, 2025	Increase/ decrease
Current assets	2,969 million yen	2,612 million yen	(356 million yen)
Fixed assets	466 million yen	523 million yen	56 million yen
Total assets	3,435 million yen	3,135 million yen	(299 million yen)
Current liabilities	538 million yen	404 million yen	(134 million yen)
Fixed liabilities	50 million yen	- million yen	(50 million yen)
Total liabilities	588 million yen	404 million yen	(184 million yen)
Total net assets	2,846 million yen	2,731 million yen	(115 million yen)
Equity ratio	82.9 %	87.1 %	4.2 pts.

Current assets

- Cash equivalent -355 million yen
- Dividend payments (210 million yen)
- Payment of accrued expenses (94 million yen)
- Corporation tax payable (42 million yen)

Fixed assets

- Property, plant and equipment +55 million yen

Current liabilities

- Accrued expenses -94 million yen
- Tax payable, etc. -42 million yen
- Advances received, etc. -18 million yen
- Bonus reserve +29 million yen

Fixed liabilities

- Long term borrowings -50 million yen

* YMIRLINK has shifted to consolidated accounting as of the fiscal year ended December 31, 2024.



3.

Financial forecast for
the fiscal year
ending December 31, 2025

Consolidated financial forecast for the fiscal year ending December 31, 2025

	Full-year forecast FY2025	Q1 2025	Progress rate
Net sales	3,156 million yen	724 million yen	23.0 %
Recurring fee sales	2,887 million yen	676 million yen	23.4 %
Operation sales (*1) • One-time-fee sales	269 million yen	50 million yen	18.8 %
Operating profit	700 million yen	142 million yen	20.3 %
Operating profit ratio	22.2 %	19.6 %	
Ordinary profit	701 million yen	142 million yen	20.4 %
Current net profit	480 million yen	95 million yen	19.8 %
Current net profit ratio	15.2 %	13.1 %	

*1 Operation sales refers to social media marketing support (account management, advertising management, consulting) sales by ROC inc.

Fiscal year ending December 31, 2025 Index of main services

	FY ended December 31, 2024	FY ending December 31, 2025	Rate of increase/decrease
Mail			
Full-year recurring fee sales	2,182 million yen	2,400 million yen	10.0 %
End-of-year MRR	189 million yen	210 million yen	10.7 %
Monthly churn rate	0.41 %	0.46 %	0.05 pts.
SMS/Auth			
Full-year recurring fee sales	350 million yen	418 million yen	19.4 %
End-of-year MRR	30 million yen	37 million yen	22.3 %
Monthly churn rate	0.31 %	0.23 %	(0.08 pts.)

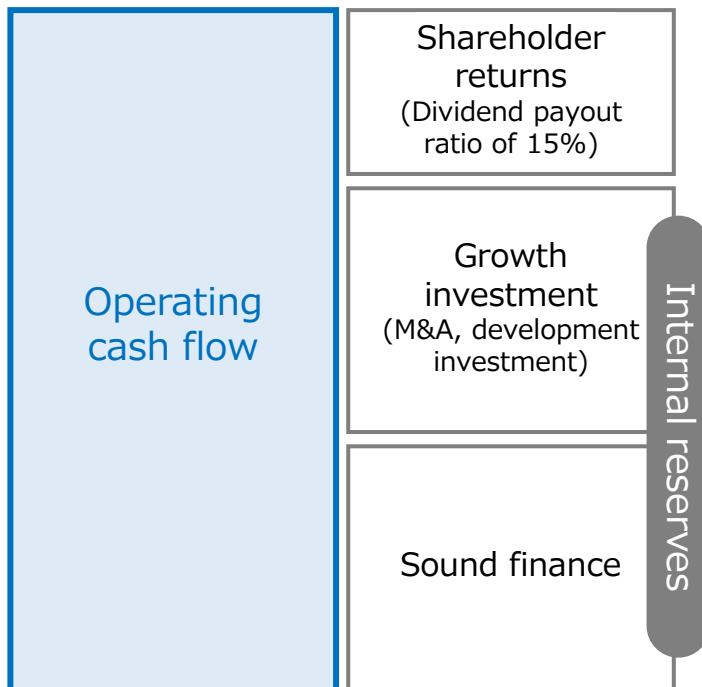


4.

Shareholder returns

Policy on shareholder returns

We will ensure growth investment and internal reserves to improve our corporate value, and will provide stable and continuous returns to shareholders.



■ Dividend forecast

	Dividend forecast FY ended December 31, 2024 (Revised January 31, 2025)	Dividend forecast FY ending December 31, 2025
Normal dividend	18.00 yen	19.00 yen
Commemorative dividend	37.00 yen	-



5.

Growth plan

Sustained growth from an increased number of messaging channels and platform creation



Role of a messaging platform

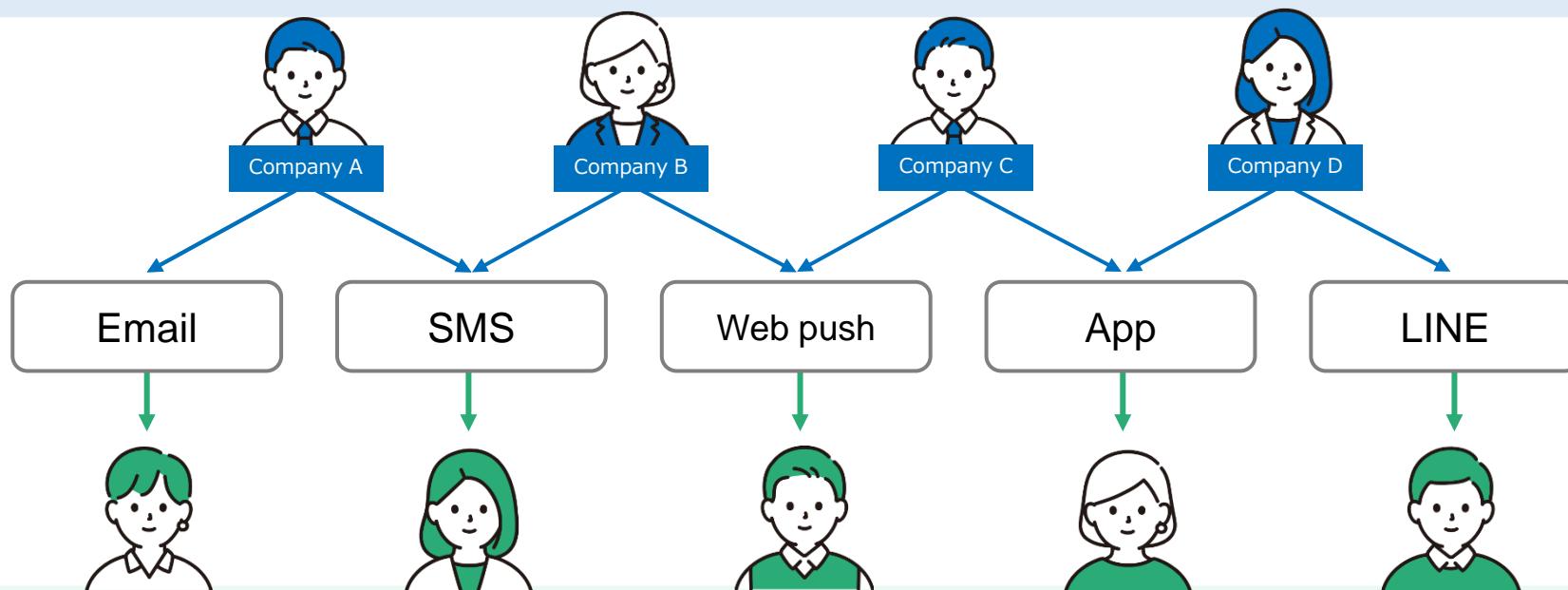
Challenge
Background

Diversification of communication methods as a result of the evolution of consumers' lifestyles, and IT tools and technologies

Company

Marketing measures for each communication channel

More complex marketing activities, increased costs



Consumer

Increase in frequency and similarity of received information. Decline in loyalty, departure of customers

Role of a messaging platform

Company

Improvement of the efficiency and sophistication of marketing activities

Realization of consistent or seamless communication

Improvement of effectiveness through user profile and behavior analysis



Email

SMS

Web push

App

LINE

Advertisement

Web customer service

SNS

User groups that are highly responsive to **SMS**



User groups that are highly responsive to **LINE**



User groups that are highly responsive to **email**

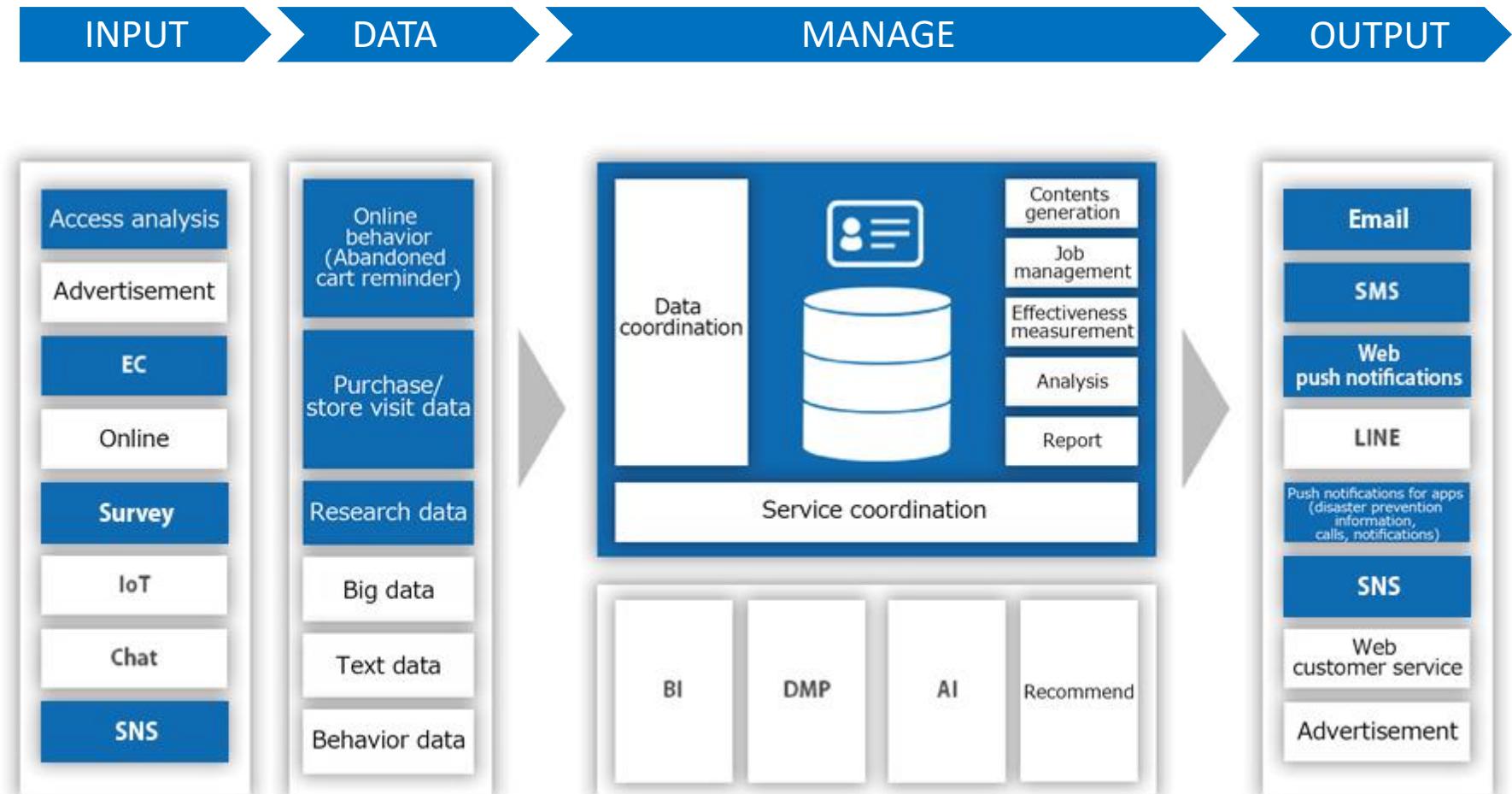


Consumer

Receiving information with optimized frequency, amount and timing

Messaging platform conceptual diagram

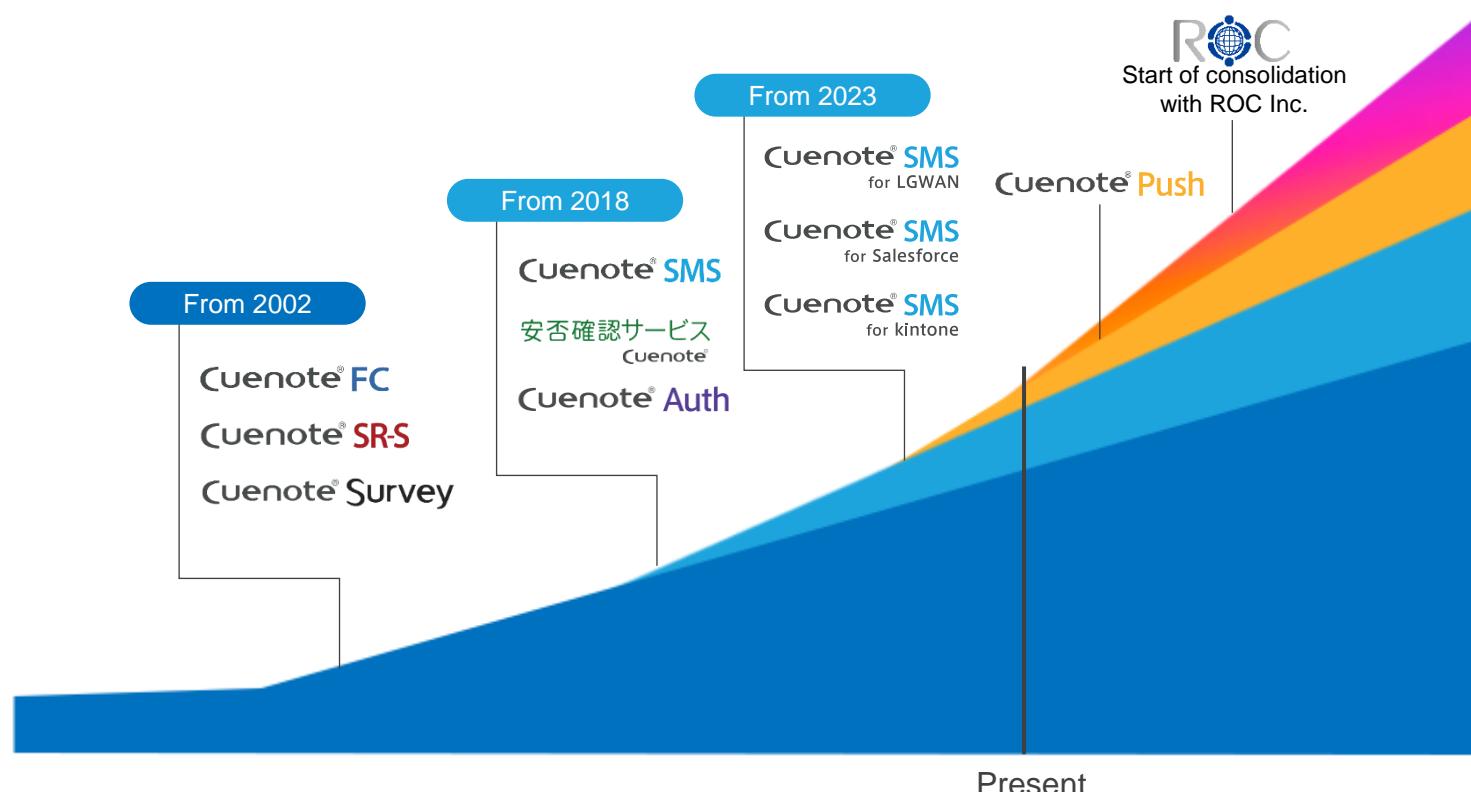
Expand the areas to be covered through selection and concentration



Vision for future growth

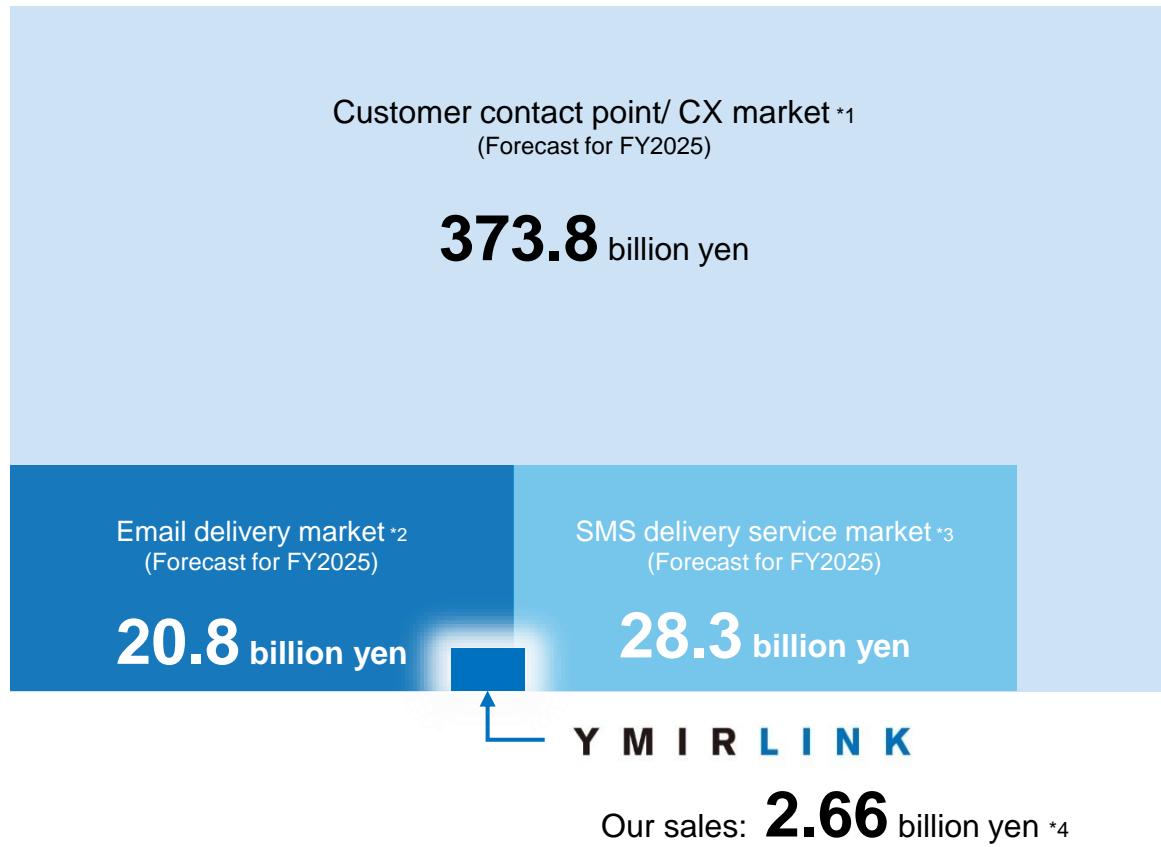
Strong growth from an increased share in the mail and SMS markets and an increased number of messaging channels

- ▶ **Increased and enhanced human capital (increased employee numbers with a focus on technology, human resources development)**
FY2025: Increase of 22 (consolidated) FY2026: Increase of 15 (consolidated)
- ▶ **Channel/service/infrastructure development targeting increased customer value**
2025 - 2026: Cuenote platform development, application of new technology to service infrastructure equipment, LGWAN service expansion
- ▶ **Marketing enhancement**
2025 - 2026: Online marketing enhancement targeting an increase in leads
- ▶ **Business and capital alliances**
2025 - 2026: Acquisition of alliances with technology/service companies that produce synergy



Our markets and related markets

We believe that shifting of communication with consumers from physical to digital will further progress, and the market that we belong to has a lot of room for growth



*1 Source: Fuji Chimera Research Institute "Software Business New Market 2024 Edition" Customer contact point / CX market (Forecast for FY2025)

*2 Source: ITR Corporation "ITR Market View: Email/Web marketing markets 2025" Email delivery market (Forecast for FY2025)

*3 Source: ITR Corporation "ITR Market View: EC site construction/CMS/SMS delivery service/electronic invoice service/E-contract service markets 2024" SMS delivery service (Forecast for FY2025)

*4 Sales for fiscal year ended December 31, 2024



6. Appendix

The origin of our name

“Ymir” is the first giant in Norse mythology and a symbol of creation.

“Link” represents connection.

As the origin of the company name suggests,

YMIRLINK is a company that **creates connections**.



Company Overview

Provider of a SaaS format messaging solution “Cuenote”

Company name YMIRLINK, Inc.

Security identifier code 4372 (Tokyo Stock Exchange Growth)

Date of establishment July 1999

Representative Wataru Shimizu, President and CEO

Tokyo (Head Office) Odakyu Southern Tower 12F, 2-2-1, Yoyogi, Shibuya-ku, Tokyo

Address Osaka (Branch Office) Pacific Marks Nishi-Umeda 7F, 2-6-20, Umeda, Kita-ku, Osaka-shi, Osaka

Hokkaido (Office) Hikari Building 5F, 1-1-12, Minami Gojo Nishi, Chuo-ku, Sapporo, Hokkaido

Capital 273 million yen

Number of employees 153 consolidated (133 standalone) *As of March 2025

Business Messaging solution business

Corporate history

1999	Established by students who met through the Internet as a limited liability company that undertook production work for corporate websites and web systems
2000	Reorganized as a stock company, subcontracted to undertake system development for online communities (such as bulletin board and online chat), and software development for email delivery system
2002	Capital participation of CyberAgent as the largest stockholder. Engaged in development and operation of advertisement management system and campaign system of the group
2003	Independently developed high-speed email delivery engine, launched email delivery ASP service, and gradually expanded clients
2005	Cybozu became the largest stockholder Business transition from contracted system development to a service-based model, including messaging solution business
2006	Formed business partnership with Itec Hanshin (currently Itec Hankyu Hanshin)
2007	Terminated some services to concentrate management resources
2009	Unified products under Cuenote® brand
2011	Itec Hankyu Hanshin became the largest stockholder, Osaka Branch Office opened for business expansion
2013	Launched Cuenote Survey, SaaS-type survey service
2016	Opened Okinawa Office as a development base (closed in 2024)
2018	Opened offices in Fukuoka and Sapporo (closed in 2024) as development bases Launched Cuenote SMS
2019	Launched Cuenote safety confirmation service
2020	Relocated Osaka Branch Office for business expansion
2021	Listed on the Tokyo Stock Exchange Mothers Index (Currently Growth Market)
2022	Launched authentication service Cuenote Auth
2023	Launched Cuenote SMS for LGWAN that connects to the Local Government Wide Area Network Established Business Promotion Office for alliance promotion Acquired shares of ROC inc., which provides social media solutions, making ROC a subsidiary
2024	Launched WebPush service Cuenote Push

About products

Email delivery system

Cuenote® FC



SaaS

Software

This is an email delivery system that is equipped with large-scale, high-speed delivery performance and extensive marketing functions thanks to a unique delivery engine (MTA) developed by us.

This system aims to improve the arrival rate by analyzing more than 8.1 billion communications per month, thanks to which it can fast and reliable delivery even for large-scale email delivery in which the number of recipients is in excess of tens or hundreds of millions.

Email delivery system

Cuenote® SR-S



SaaS

Software

It is an email relay server that relays SMTP through DNS settings to eliminate email delivery delay and non-delivery.

It includes a delivery error reason analysis function and supports API-based document creation and delivery.

About products

SMS delivery service

Cuenote® SMS



SaaS

This is a direct carrier access-type SMS delivery service. It supports IVR and two-way communication for sending from API and screen. It can be used for purposes such as identity verification, important notifications and guidance, demands, promotions, the optimization of call business, etc. For administrative bodies and local governments, Cuenote SMS for LGWAN that connects to across local government wide area networks (LGWAN) has been launched.

Authentication service

Cuenote® Auth



SaaS

A secure authentication service utilizing SMS and IVR through phone numbers. The authentication process can be easily implemented just by making a request to the API, after which an authentication code will be created and sent. It can be used for purposes such as identity verification, measures against resale for EC websites, unauthorized access prevention, etc.

About products

Online survey and form system

Cuenote® Survey



SaaS

This is a web survey form system provided in SaaS that enables the creation of advanced surveys and secure forms using a web browser (without code).

It supports responsive design, multiple languages, and integrated landing page (LP) forms for use in various situations.

Safety confirmation service

安否確認サービス Cuenote®



SaaS

This is a safety confirmation service that is linked with weather information, and in the event of disaster, it can automatically confirm the safety status of the employees in the affected area.

The Cuenote safety confirmation service provides disaster and emergency support through excellent operability that enables quick notification creation with fast and reliable delivery performance even in times of emergency, allowing you to quickly confirm the safety of members and summon an emergency meeting.

About products

Web push notifications

Cuenote[®] Push



SaaS

Web push notification is a function that delivers push notifications to a PC, smartphone, or other device via a web browser.

Combining roughly 120 characters with images, these notifications can encourage website visits and purchasing. In contrast to email magazines, LINE, and other such means of correspondence, web push notifications have the benefit of being easily noticed, as they are delivered to users without the need to open a dedicated app. They are a light means of notification where users can receive information by simply permitting them.

Disclaimers

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

This document includes forward-looking statements. These forward-looking statements are prepared based on the information as of the date hereof. These statements provide no guarantee regarding future results and performance. Such forward-looking statements necessarily include known and unknown risks and uncertainties, and as a result, actual performance and financial status in the future may differ significantly from the future performance and results expressed or implied in the forward-looking statements.

Factors that could cause results to diverge from those described in these statements include but are not limited to changes in domestic and international economic conditions and trends in the industry in which we operate.

Additionally, information regarding matters and organizations other than YMIRLINK is based on publicly available information, and we have not verified and do not guarantee the accuracy and appropriateness of such publicly available information.

This document has been prepared for an informational purpose only. The purpose of this document is not solicitation of sales or purchase of securities in Japan, the U.S. or other regions.

Y M I R L I N K