



September 30, 2025

Company Name: Ateam Holdings Co., Ltd.

Representative: Takao Hayashi, President

(Code Number: 3662)

Contact: Mayuko Morishita, Corporate Officer, General Manager of Corporate Development Division

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## **Notice Regarding Acquisition of Shares and Consolidation of SiGNITY, Inc.**

Ateam Holdings Co., Ltd. announces that it has decided to acquire 100% of the outstanding shares of SiGNITY, Inc. (head office: Minato-ku, Tokyo; Representative Director: Chihiro Sugo; hereafter "SiGNITY") and make SiGNITY a consolidated subsidiary at the meeting of the Board of Directors held on September 30, 2025. The details are as follows.

### **1. Purpose of Share Acquisition**

As stated in the "Ateam Medium-Term Business Plan (FY2025 - FY2028)" disclosed on September 6, 2024, we are positioning our services, including web marketing consulting and web advertising agencies, as the core of our new strategy in the corporate marketing support space. We are striving to become a "Business Boost Company" by incorporating services that can create synergies through M&A and vertically integrate into the marketing process. We are currently working to expand our digital marketing services to drive further business performance growth in the fiscal year ending July 31, 2026 and beyond.

We operate comparison sites and information media in multiple markets, providing us with established connections to numerous corporate clients. Through our efforts, we hope to expand our client base as we grow horizontally by pursuing M&A in markets where we have not established comparison sites and information media.

SiGNITY's philosophy of energizing society through the power of people and digital technology has led them to create PUSH ONE, an effective marketing service that sends push notifications direct to the user, bypassing the need for an application. They've also created Smartphone Lock Screen Advertising, which enables the promotion of products to a user's lock screen on their smartphone device.

In response to the fundamental restructuring of the industry stemming from a shift towards the digital space due to the proliferation of smartphones, SiGNITY developed a way to effectively obtain members through PUSH ONE. This has resulted in expanding their client base within the mass media and publishing industries, contributing to a membership increase for their web media business.

SiGNITY, with their wealth of user data accumulated since launching PUSH ONE in 2018 and patent rights in Japan and the United States for programs related to the distribution of web advertisements using push notifications, has claimed an advantage over their competitors. Combined with our resources and expertise in digital customer acquisition, SiGNITY's business is expected to further increase their earnings. We also believe that PUSH ONE is a valuable product for acquiring new clients for our digital marketing support as well as for cross-selling to existing customers. For these reasons, we have resolved to acquire

their shares.

## 2. Overview of SiGNITY's Business

SiGNITY's philosophy of energizing society through the power of people and digital technology has led them to create "PUSH ONE", an effective marketing service that sends push notifications direct to the user, bypassing the need for an application. They've also created Smartphone Lock Screen Advertising, which enables the promotion of products to a user's lock screen on their smartphone device.

## 3. Future Business Strategy

After acquiring SiGNITY's shares, we will further improve our business boosting capabilities by having our employees work with clients already using PUSH ONE to provide the various solutions our group offers, including Smartphone Lock Screen Advertising. Furthermore, in addition to utilizing PUSH ONE in our existing media businesses to generate clients for our business-boosting services, we will also leverage it alongside SiGNITY's Smartphone Lock Screen Advertising service to support our current client base.

The following English translation is for reference purposes only, as it was originally prepared and published by the Company in Japanese and is qualified in its entirety by the original Japanese version submitted to the Tokyo Stock Exchange. Please refer to the Japanese version in the event of any discrepancy between the English and Japanese versions.

4. Overview of SiGNITY, Inc. (as of September 30, 2025)

(1) Company Name	SiGNITY, Inc.		
(2) Head Office	1-2-1 Shirokane, Minato-ku, Tokyo		
(3) Representative	Representative Director: Chihiro Sugo		
(4) Business	Development and operation of the push notification service PUSH ONE Smartphone lock screen advertising business		
(5) Capital	50 Million JPY		
(6) Date of Establishment	September 3, 2018		
(7) Number of Outstanding Shares	4,400 shares		
(8) End of Fiscal Year	September 30		
(9) Major Shareholders and Percentage of Shares Held	Road Goal Holdings Inc.100%		
(10) Number of Employees	13 employees (1 director, 12 full-time employees)		
(11) Relationship Between Parties	There are no capital, personnel or business affiliations, and they are not considered to be a related party.		
(12) Financial Results for the Past 3 Years			
Fiscal Year	Fiscal year ended September 30, 2022*	Fiscal year ended September 30, 2023	Fiscal year ended September 30, 2024
Net Assets (Million JPY)	220	270	285
Total Assets (Million JPY)	251	313	318
Net Assets per Share (JPY)	50,085	61,497	64,971
Revenue (Million JPY)	271	271	321
Operating Income (Loss) (Million JPY)	83	8	21
Ordinary Income (Loss) (Million JPY)	94	10	24
Net Income (Loss) (Million JPY)	68	10	15
Net Income (Loss) per Share (JPY)	15,531	2,321	3,473

\*The amounts cover a 13-month period from September 1, 2021 to September 31, 2022 due to a change in the fiscal year ending on September 30, 2022

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## 5. Overview of Share Sellers

(1) Name	Road Goal Holdings Inc.
(2) Address	DiverCity Tokyo Office Tower 12F, 1-1-20 Aomi, Koto-ku, Tokyo
(3) Representative	Representative Director: Kota Katae
(4) Main Business	Formulating management strategies and governance functions for the entire operating company that operates a wide range of businesses, including the HR business.
(5) Capital	98 million JPY
(6) Date of Establishment	February 22, 2023
(7) Net Assets	Undisclosed*
(8) Total Assets	Undisclosed*
(9) Major Shareholders and Percentage of Share Held	Representative Director, etc.
(10) Relationship Between Parties	There are no capital, personnel or business affiliations, and they are not considered to be a related party.

\*Net assets and total assets are not disclosed due to a confidentiality agreement between the parties.

## 6. Acquired Number of Stocks and Stock Ownership Prior to and After Acquisition

(1) Number of Shares Held Before the Acquisition	0 shares (Number of voting rights: 0) (Voting rights ownership ratio: 0%)
(2) Number of Shares Acquired	November 20, 2025 (tentative): 4,400 shares (Number of voting rights: 4,400)
(3) Acquisition Price	November 20, 2025 (tentative): 1,050 million JPY Advisory fees, etc. (estimated amount): 56 million JPY Total (estimated amount): 1,106 million JPY
(4) Number of Shares Held After the Acquisition	November 20, 2025 (tentative): 4,400 shares (Number of voting rights: 4,400) (Voting rights ownership ratio: 100%)

## 7. Basis of Acquisition Price Calculation

We calculated the acquisition price mainly using the DCF method. These calculations were based on SiGNESS's business performance and financial position for the most recent fiscal year, the outlook for the next five fiscal years (October 1, 2024 to September 30, 2029), and the results from the due diligence we conducted. The above-listed acquisition price was agreed upon after discussions between the parties.

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## 8. Schedule

(1) Resolution by the Board of Directors Date	September 30, 2025
(2) Contract Execution Date	September 30, 2025
(3) Share Transfer Date	November 20, 2025 (tentative)

## 9. Outlook

As of the date of release of this document, there is no revision to the consolidated earnings forecast for the fiscal year ending July 31, 2026. If it becomes clear that there will be an impact on our forecast, we will promptly disclose this information.

(Reference)

Full Year Forecast for the Fiscal Year Ending July 31, 2026 (August 1, 2025 - July 31, 2026)

	Revenue	Adjusted EBITDA	EBITDA	Operating Income	Ordinary Income	Net Income Attributable to Shareholders of Parent Company
	Million JPY	Million JPY	Million JPY	Million JPY	Million JPY	Million JPY
Fiscal Year ended July 31, 2026 (Forecast)	24,500	1,500	1,300	900	900	600
Fiscal Year ended July 31, 2025	23,917	1,719	1,273	845	1,585	1,036