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October 15, 2025

Company name: FP Partner Inc.

Name of representative: Tsutomu Kuroki, Representative

Director and President

(Securities code: 7388; Tokyo Stock Exchange Prime Market)

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## Notice Regarding the Formulation of the Corporate Slogan “NEXT”

After receiving an administrative disposition (business improvement order) from the Kanto Local Finance Bureau on August 6, 2025, FP Partner Inc. (the “Company”) submitted a business improvement plan to the bureau and made a timely disclosure on October 6, 2025. On this occasion, we would like to deeply apologize for the inconvenience or concern this situation may have caused our customers and other stakeholders.

The Company is strongly aware of the necessity to take the receipt of this business improvement order very seriously and to completely review our past business operations, corporate stance, and basic policy. This incident is not only a challenge for our business operations, but also a test of our company’s values and reason for existing. With a strong sense of crisis, we will strive to implement fundamental reviews and reforms for our business operations.

Since our company’s founding in 2009, the Company has endeavored to provide our services while upholding the idea of “customer-first” at the core of our corporate philosophy. Our mission is to support our customers and their families throughout their lives with insurance, enabling them to lead secure and fulfilling lives, because we believe this is insurance operations as they should be.

However, this time, we are now sincerely facing the fact that our corporate philosophy was not being fully implemented in areas such as our insurance solicitation management system, customer management system, legal compliance system, and management (governance) system. Moving forward, in addition to complying with laws and regulations, our entire company will work together to rebuild our corporate culture and transform our decision-making process in order to achieve true “customer-oriented business operations.”

Therefore, to clearly demonstrate the Company’s resolution to people both inside and outside the Company, we have formulated a new corporate slogan “NEXT” and resolved its formulation at the Board of Directors held on October 15, 2025. “NEXT” contains the Company’s strong commitment to “never remain complacent about the current situation, always look one step ahead, and continue to change and grow.” All officers and employees will come together and work hard with sincerity to ensure that all of our customers can create their own life plan with a feeling of security.

We will also continue to build a healthy and sustainable relationship with all stakeholders, including shareholders and investors, insurance companies, business partners, and employees, based on the “customer-first” philosophy. As such, we intend to rebuild customer trust in our company from scratch, and continue to contribute towards the future for the whole of society.

### [Expected impact on earnings forecasts from this fiscal year onwards]

At this time, no new factors have been identified that could have a significant impact on future earnings forecasts. If any important matters that require disclosure become known in the future, we will notify you promptly. In addition, the “Notice of Revision of Full-Year Earnings Forecasts and the Maintenance of Year-End Dividend Forecast” released today includes the revised full-year earnings forecast.

### **[Response policies related to media coverage of the Company]**

After carefully considering the response policies mentioned in the “Notice Regarding FP Partner Inc. Article on Toyo Keizai Online” released on June 14, 2024, we have decided to not take any legal action against the report.

We will continue to prioritize the protection of corporate value and shareholder interests, provide information with high transparency, and also strive to create a framework that promotes correct and proper understanding of the Company.

### **[Corporate slogan and statement]**



We will continue to move forward as we aim for further improvements in quality and sincere service, with trust from our customers as our foundation. Without remaining satisfied with the status quo, we will create a brighter future together with our customers through constant efforts that look “one step ahead.”

Against the backdrop of a changing social environment, we will continue to walk together to the next stage as a partner who closely supports each individual's life.

#### **1. Significance of our corporate slogan “NEXT”**

The Company has adopted the keyword “NEXT” to express our new determination to “rebuild customer trust from scratch, and to continue to always evolve.” “Insurance” handled by the Company is an important product that significantly relates to the future of our customers. Therefore, we recognize that creating an environment in which all customers can confidently use our services and select our products with satisfaction is an important responsibility for us as a company listed on the Tokyo Stock Exchange Prime Market.

Currently, the environment surrounding the insurance industry is rapidly changing, and it is necessary to respond both flexibly and appropriately to the changes of society and diverse customer needs. So that we can also respond accurately to industry changes and to the revision of relevant laws and regulations, we will continue to extensively evolve in the areas of our organizational structure, systems, human resources, and even our approach to business operations. We also intend to sincerely confront the structural challenges that have emerged so far, and will review our corporate structure from the fundamental level.

Moving forward, in addition to improving our systems and organizational structure, we will thoroughly enforce the “attitude of close customer commitment” throughout the entire company, and make the “NEXT” initiative into the

cornerstone of all our operations while focusing on building a solid organizational structure to support this initiative.

Each and every employee will act on their own initiative to provide customers with the best service possible so that we can deliver even greater trust and peace of mind to all of our stakeholders. Furthermore, with the aim of being a “trusted and necessary company,” we will continue to further evolve while building an organizational foundation that supports sustainable growth.

## **2. Our commitment**

We will build on our existing initiatives and promote continuous and effective organizational improvements for the priority items below. Moreover, to enhance the effectiveness of these initiatives across the entire organization, the management team, led by the Representative Director and President, will proactively engage in these efforts.

### **■ Establishment of an appropriate insurance solicitation management system in line with the characteristics of our business model**

Our company is based on customer-oriented business operations, and to ensure that insurance solicitation management is both transparent and sound, we have established a cross-organizational decision making framework that will enable our management to respond in a rapid and flexible manner. We will aim to break away from the traditional vertical management structure and transition into a management structure with enhanced inter-departmental collaboration while also seeking to strengthen both our organizational capability and personnel positioning to build a highly reliable insurance solicitation management system.

### **■ Customer-oriented business operations (establishment of an effective system to steadily implement the obligation to provide information to customers and the obligation to understand and confirm their intentions)**

The Company prioritizes the customers' interests and strives to provide detailed and accurate information as well as appropriately understand and confirm their intentions. We will continue to improve the credibility of insurance solicitation activities by reliably implementing customer-oriented business operations through the development of systems that can support the best product selection for customers, improve business quality and service standards, and enable us to verify the status of performance.

### **■ Establishment of a legal compliance system for appropriate insurance solicitation**

The Company considers legal compliance and internal control as the most important issues in management, and aims to improve awareness for compliance through education and training given to all of our employees while striving to enhance our organizational structure to support customer-oriented business operations.

Through flexible support for system reforms and proper management of the insurance operation process, we will strive to fulfill our corporate responsibility to society and enhance our solicitation management system to live up to customer expectations.

### **■ Drastically strengthen management system governance**

To achieve healthy and sustainable corporate activities, the Company will proceed to strengthen fundamental aspects of effective business management (governance) systems that goes beyond formal governance. We will improve transparency, health, and reliability for the entire organization, including strengthening the function of the Board of Directors and using the knowledge of Outside Directors, and also build management foundations that can adapt to change.

### **■ Pursue reliability and integrity in information management and disclosure**

Through appropriate information management and transparent information disclosure, the Company will live up to the expectations of all our stakeholders. By strengthening information security systems and the protection of personal information, and also improving the quality of managing and using customer information, we are aiming to improve risk management awareness. We will also pay attention to clarity and appropriateness when disclosing information, and will

work hard to communicate in a more reliable manner.

### **3. Initiatives for achievement of “NEXT”**

We believe that communicating accurate and clear information is the most important factor when it comes to building trust with our stakeholders.

From now on, we will continue to steadily promote various initiatives based on this statement to achieve “NEXT.” We will promptly report on the progress and details of these initiatives when necessary through press releases published on our website, and we will strive to improve corporate value by disclosing information in an appropriate and effective manner.

#### **[Contact information]**

In order to ensure fairness to everyone, we will accept inquiries regarding this matter in writing (email or inquiry form). We appreciate your understanding.

Contact by email: [ir\\_report@fpp.jp](mailto:ir_report@fpp.jp)

Contact form: [https://fpp.jp/ir\\_inquiry/](https://fpp.jp/ir_inquiry/)

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