



November 12, 2025

Company Name      PLAID, Inc.  
Representative      Kenta Kurahashi,  
                                 Representative Director and CEO  
                                 (Code No.: 4165 TSE Growth)  
Contact               Yusuke Takahashi,  
                                 Executive Officer and VP of Finance  
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### **Notice Regarding the Acquisition of Shares in CloudFit, Inc. to Make It a Subsidiary**

We hereby announce that at a meeting of the Board of Directors held on November 12, 2025, we resolved to acquire shares of CloudFit, Inc. (hereinafter, "CloudFit") and make it a subsidiary.

#### **1. Reasons for the Transaction**

CloudFit is a startup founded in 2020 that upholds the vision of “integrating business and technology” and the mission of “maximizing the power of the cloud to accelerate business.” Since its establishment, the company has led customers’ digital utilization through cloud implementation/enablement and data utilization support delivered by a highly specialized team. As an Official Partner of our CX (customer experience) platform “KARTE,” CloudFit also has a strong track record in implementing and operationalizing the KARTE product suite. Since October 2023, we have offered “PLAID ALPHA,” a professional services offering that delivers an end-to-end continuum from CX consulting to product implementation and operational support. With CloudFit’s joining of our group, we will further strengthen its capabilities to drive customers’ digital transformation and accelerate business expansion.

We are pursuing the following potential synergies expected from the Transaction.

##### **(1) Strengthening and Expanding Professional Services to Accelerate Enterprise DX**

We will enhance its enterprise digital transformation (“DX”) capabilities by integrating CloudFit’s implementation excellence at the intersection of business and technology and its deep expertise in cloud services with our group’s customer base, the KARTE product suite, and our end-to-end professional services offering “PLAID ALPHA.” This integration is intended to increase our ability to support larger and more complex engagements, elevate the value we deliver, and improve the speed of opportunity capture.

##### **(2) Accelerating New Business Model Creation and Market Development through Generative AI**

By combining CloudFit’s generative AI enablement with our strategic focus areas and leveraging our group’s development, sales resources, we aim to accelerate new market creation while advancing the deployment of product-based services alongside our consulting-based support. In parallel, we will promote productized offerings that utilize the Group’s first-party customer data foundation and technical know-how to reinforce our medium- to long-term earnings base. We also intend to drive AI modernization of customers’ business processes and establish a highly repeatable delivery model that contributes to improved productivity and profitability at client companies.

#### **2. Overview of the Subsidiary Being Transferred**

(1)	Name	CloudFit, Inc.
(2)	Location	1711-2-15-3 Koyama, Shinagawa-ku, Tokyo
(3)	Representative	Yuki Senuma, Representative Director

(4)	Business Description	DX strategy formulation, cloud service implementation, and operation		
(5)	Capital	100 thousand yen		
(6)	Established	April 23, 2020		
(7)	Major shareholders	Yuki Senuma 100.0%		
(8)	Relationship between the Company and Agito	Capital relationship	There are no capital relations that need to be mentioned.	
		Personal relationship	There are no personal relations that need to be mentioned.	
		Business relationship	“CloudFit” is our sales agent, and we have annual sales of 13 million yen and annual expense payments of 7 million yen through “CloudFit”.	
(9)	Operating results over past 3 years			
	Fiscal year	March 2023	March 2024	March 2025
	Net sales	257 million yen	434 million yen	583 million yen
	Operating income	63 million yen	133 million yen	109 million yen
	Ordinary income	71 million yen	134 million yen	112 million yen
	Net income attributable to owners of parent	49 million yen	91 million yen	81 million yen
	Net assets	78 million yen	169 million yen	251 million yen
	Total assets	132 million yen	419 million yen	328 million yen
	Net assets per share	7 million yen	16 million yen	25 million yen
	Net income per share	4 million yen	9 million yen	8 million yen
	Dividend per share	-	-	-

### 3. Overview of the Sellers of the Shares

(1)	Name	Yuki Senuma
(2)	Address	Shinagawa-ku, Tokyo
(3)	Relationship between the Company and the individual	There are no capital relations, personal relations, or business relations that need to be mentioned.

### 4. Number of Shares to be Acquired, Acquisition Costs, and State of Share Ownership Before and After Acquisition

(1)	Number of shares held before the share transfer	0 shares (Number of voting rights: 0) (Voting right holding ratio: 0.0%)
(2)	Number of shares to be acquired	Acquisition of shares from existing shareholders Underwriting capital increase of third party allotment: 10 shares (Number of voting rights: 10) (Voting right holding ratio: 100.0%)
(3)	Acquisition costs	Approx. 1.0bn yen (Advisory fees included (estimate): several million yen)
(4)	Number of shares held after the share transfer	10 shares (Number of voting rights: 10) (Voting right holding ratio: 100.0%)

### 5. Schedule

Date of Share Purchase Agreement Execution	November 12, 2025
Closing Date	November 30, 2025 (scheduled)

### 6. Outlook

We plan to consolidate starting from the first quarter of the fiscal year ending September 2026, and the resulting impact on the full-year consolidated results is currently under review. We will promptly make an announcement if any matters requiring disclosure arise in the future.