



November 14, 2025

Company name: RAKUS Co., Ltd.

Stock exchange listing: Tokyo PRIME/ Stock code: 3923

URL <https://www.rakus.co.jp/en/>

Representative: President and Representative Director, Takanori Nakamura

Inquiries: Director Takahiro Miyauchi

**Notice Regarding the Conclusion of a Capital and Business Alliance Agreement
with Plus Alpha Consulting Co., Ltd.**

RAKUS Co., Ltd. (the "Company") hereby announces that at the Board of Directors meeting held today, the Company resolved to enter into a capital and business alliance (the "Alliance") with Plus Alpha Consulting Co., Ltd. (Head Office: Minato-ku, Tokyo; President and CEO: Katsuya Mimuro; hereinafter "PAC") as of today, and to conclude a capital and business alliance agreement as well as acquire shares of PAC.

1. Reason and Purpose of the Capital and Business Alliance

The Company has entered into a capital and business alliance agreement with PAC in order to realize the enhancement of the medium- to long-term corporate value of both parties by maximizing sales opportunities and improving customer satisfaction for their respective services through the OEM development and sale of PAC's talent management system "Talent Palette," as well as the mutual sharing of know-how and expertise.

By leveraging the Company's strong customer base in the back-office SaaS market and PAC's human resource data utilization platform in the talent management field, both companies aim to deliver higher value-added solutions, deepen service penetration among their respective customers, and contribute to improved productivity and competitiveness of customers.

2. Details of the Capital and Business Alliance

(1) Details of the Business Alliance

Both parties have agreed to cooperate in the following areas related to their respective cloud services:

- ① OEM development of Talent Palette (the OEM-developed product shall be tentatively named "Raku Raku Jinji Roumu")
- ② Mutual support in sales and marketing activities
- ③ Introduction of customers to each other
- ④ Promotional activities for Raku Raku Jinji Roumu and the Company's other products through webinars and seminars
- ⑤ Technical collaboration to enhance the usability of Raku Raku Jinji Roumu

- ⑥ Planning and implementation of partnership and agency programs to promote the use of Raku Raku Jinji Roumu and the Company's other products
- ⑦ Other matters mutually agreed upon by PAC and the Company.

Note: "Raku Raku Jinji Roumu" is a tentative name and may be changed later, including its brand design and color scheme.



(2) Details of the Capital Alliance

The Company plans to acquire a total of 1,739,000 shares of PAC's common stock (representing 4.09% of PAC's total number of outstanding shares) from four existing shareholders of PAC through the single stock trading of the Tokyo Stock Exchange (ToSTNeT-1) at the closing price on November 14, 2025 (today). The transaction is scheduled to be executed on the same day.

3. Overview of PAC

(1) Name	Plus Alpha Consulting Co., Ltd.
(2) Location	25F, Shiodome Sumitomo Bldg., 1-9-2 Higashi-Shimbashi, Minato-ku, Tokyo
(3) Title and Name of Representative	Katsuya Mimuro, CEO and Representative Director
(4) Description of Business	<ul style="list-style-type: none"> ① Marketing solutions business <ul style="list-style-type: none"> • Development and operation of "Visualization Engine", customer experience feedback system • Development and operation of "ALPHA SCOPE", FAQ solution ② CRM solutions business <ul style="list-style-type: none"> • Development and operation of "Customer Rings", CRM/MA system ③ HR platform business <ul style="list-style-type: none"> • Development and operation of "Talent Palette", talent management system
(5) Capital Stock	500,322 thousand yen (as of June 30, 2025)
(6) Date of Establishment	December 25, 2006
(7) Major Shareholders and Shareholding Ratio	Katsuya Mimuro 21.87%, Kenji Suzumura 16.45% (as of March 31, 2025)
(8) Relationship with the Company	There are no personnel, capital, or transactional relationships to report between the two companies prior to the execution of the Alliance agreement, nor are there any related-party relationships.

(9) Financial Results for the Recent Fiscal Years

(in thousands of yen, unless otherwise stated)

Fiscal Year Ended	September 2022*	September 2023	September 2024
Net Sales	7,910,662	11,171,752	13,914,489
Operating Profit	2,663,704	3,711,007	4,529,548
Ordinary Profit	2,671,659	3,678,778	4,529,770
Profit	1,796,230	2,620,777	3,092,230
Total Assets	7,944,770	12,016,040	15,410,871
Net Assets	6,464,065	9,445,733	12,099,836
Profit per Share (yen)	44.73	63.83	73.13
Net Assets per Share (yen)	160.57	223.69	284.24
Dividends per Share (yen)	9.00	13.00	16.00

*PAC has prepared consolidated financial statements from the fiscal year ended September 2023.

The figures for the fiscal year ended September 2022 are on a non-consolidated basis.

4. Schedule

Board resolution date	November 14, 2025
Execution of the capital and business alliance agreement	November 14, 2025
Share acquisition date	November 14, 2025 (scheduled)

5. Outlook

The impact of this capital and business alliance on the Company's consolidated financial results for the fiscal year ending March 31, 2026 is expected to be immaterial at this time.

Should any matters requiring disclosure arise in the future, the Company will promptly make an announcement.

End