

Translation

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December 19, 2025

Company Name	note inc.
Representative	Founder & CEO (Securities code:5243 TSE Growth)
Inquiries	CFO, Board Member Yukihiro Kashima TEL. 050-1751-2329

note Selected for "GENIAC," a National Project to Accelerate Social Implementation of Generative AI Building a "RAG Data Ecosystem" to Ensure Returns for Publishers and Creators

note inc. (the "Company") hereby announces that its proposed project has been selected for "GENIAC," a project to promote generative AI development conducted by the Ministry of Economy, Trade and Industry (METI) and the New Energy and Industrial Technology Development Organization (NEDO).

In this project, the Company will utilize Retrieval-Augmented Generation (RAG) technology to build a database of high-quality content from publishers, academic organizations, web media, and other sources. This database will allow generative AI services to refer to high-quality information when generating answers, significantly improving information accuracy. Simultaneously, content rights holders and operators will be able to track AI reference history, enabling fair compensation based on actual usage. To achieve this, the Company will also work on standardizing data formats for efficient AI utilization and establishing specific use cases for practical application.

Through the development of this infrastructure, the Company aims to realize a new content distribution ecosystem in the AI era where creators, media, and AI developers can participate fairly.

The project will be implemented for a duration of one year with a budget of up to 1.5 billion yen (*), and the Company expects to receive a portion of the research and development expenses as a grant. The Company believes that the ecosystem built through this project will contribute significantly to its corporate value over the medium to long term.

The impact on the Company's business results, including the specific amount of the grant and the timing of revenue recognition, is currently under close review. The Company will promptly announce these details as soon as they become available.

(*) If an extension of the survey period or an increase in budget scale is separately approved, the project period can be extended to two years (up to December 2027), and the budget limit can be increased to up to 2.0 billion yen.

For further details regarding this project, please refer to the attached materials.

<Inquiries regarding this matter>

note inc. IR inquiry desk: <https://ir.note.jp/inquiry>

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note

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December 19, 2025

note Selected for "GENIAC," a National Project to Accelerate Social Implementation of Generative AI

Building a "RAG Data Ecosystem" to Ensure Returns for Publishers and Creators

note | GENIAC

経産省・NEDOの 生成AI国家プロジェクト 「GENIAC」採択

note inc. has been selected for "GENIAC," a project to promote generative AI development conducted by the Ministry of Economy, Trade and Industry (METI) and the New Energy and Industrial Technology Development Organization (NEDO). Through this project, note aims to realize a fair content distribution system and a new ecosystem that ensures returns for creators in the AI era.

This project utilizes Retrieval-Augmented Generation (RAG) technology to build a database of high-quality content from publishers, academic organizations, and web media. Generative AI services can refer to this database when generating answers, significantly improving information accuracy. Content rights holders and operators will be able to track AI reference history, enabling fair compensation based on usage.

To achieve this, note will work on standardizing data formats for efficient AI use and establishing specific use cases for practical application. By developing this infrastructure, note aims to create an ecosystem where creators, media, and AI developers can participate fairly.

The project will be promoted in collaboration with several organizations, including KADOKAWA CORPORATION, Diamond, Inc., and the Academic Copyright Association (JAC). Discussions are ongoing with other publishers, media companies, and AI developers to expand the partner network.

Initial content will be limited to factual information where accuracy and citation are essential—such as news, dictionaries, practical guides, non-fiction, business, and finance—rather than "fiction," which requires special consideration regarding copyright protection.

Project Overview

This project was selected as a "Survey Project on the Utilization of Data and Generative AI for Accelerating Generative AI Development" within "GENIAC (Generative AI Accelerator Challenge)," a project implemented by the Ministry of Economy, Trade and Industry (METI) and the New Energy and Industrial Technology Development Organization (NEDO) to strengthen Japan's domestic generative AI development capabilities. This project will be implemented with a duration of one year and a budget of up to 1.5 billion yen (*2).

(*2) If an extension of the survey period or an increase in budget scale is separately approved, the project period can be extended to two years (at the latest until December 2027), and the budget limit can be increased to up to 2.0 billion yen.

GENIAC (METI):

https://www.meti.go.jp/policy/mono_info_service/geniac/index.html

Selection Results (NEDO):

https://www.nedo.go.jp/koubo/CD3_100408.html

In this project, note aims to build a data ecosystem for AI that aggregates high-quality content held by publishers, academic organizations, web media, creators, and others. In the process, note will collect diverse content, promote the standardization of formats and usage methods, and develop a large-scale, cross-genre RAG database.

Through these efforts, AI developers and users will gain continuous access to accurate and highly reliable data that cannot be obtained through the internet alone. Additionally, content holders will be able to receive fair compensation based on the usage history of the RAG database, making it possible to create a sustainable ecosystem.

This project is widely seeking participants who are interested in joining. For those in charge at interested companies, please contact us at the following address:

[Contact Information regarding this matter]

E-mail: ai-biz@note.jp

Background

With the spread of generative AI, the way people access and use information is beginning to change. When looking for information, asking an AI has become an option alongside traditional searches. In the near future, generative AI is expected to become an indispensable infrastructure for all intellectual activities.

At the same time, the industry structure—including how content is delivered and how money flows—is expected to undergo a significant reorganization. Amid these changes, media companies, including publishers, newspapers, and web media, are being required to redefine the nature of creation and rebuild their entire business models.

Under the mission "to enable everyone to start and continue creating," note has created mechanisms where creators can create with peace of mind and earn revenue. Regarding AI initiatives, note has been providing AI tools to assist in creation, managing usage permissions for generative AI training, and establishing systems for returning value to creators.

As the environment changes drastically due to generative AI, note believes it is necessary to create an ecosystem where creators and media can engage in manufacturing using AI and deliver that content widely with the help of AI. The initiative to build a large-scale database using RAG, announced this time, is one of the systems that will serve as its foundation.

Furthermore, from a long-term perspective, if Japanese knowledge is not sufficiently referenced by generative AI, there is an undeniable concern that Japanese culture and values will become less visible within the international knowledge society. Conversely, if an environment is established where primary information and specialized Japanese content accumulated over many years by publishers and news organizations are appropriately utilized through generative AI, these resources will serve as a source that supports Japan's cultural identity. They will then be integrated into the world's intellectual foundation, transcending languages and national borders.

This project is an initiative to explore the possibilities of how content should be referenced and distributed in the AI era, and how its value should be returned to copyright holders. Through this project, note aims to present specific solutions to these challenges while collaborating with media companies, AI developers, METI, and NEDO.

Comment from Takuya Watanabe, Director, AI Industry Strategy Office, Information Technology Extension Division, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry (METI)

"While generative AI is an important foundational technology for improving productivity and creating new value, challenges such as the protection of rights and ensuring the reliability of generated information have also been pointed out. From METI's perspective, it is crucial to develop an environment where high-quality content can be used by AI with peace of mind. We consider this to be one of the priority areas in the 'GENIAC' project.

note inc., which we have selected for this project, possesses expertise from its ongoing efforts to create mechanisms for returning revenue to creators, as well as a network with diverse data holders including publishers, media, and individual creators. By leveraging these strengths, we expect that a model will be demonstrated that leads to the sustainable development of both creator activities and generative AI."

Comment from Sadaaki Kato, CEO, note inc.

"In order for creators to continue their creative activities in a digital environment, a new ecosystem is needed on the internet. This was the core issue I identified when I founded the company 14 years ago.

note's mission is to 'enable everyone to start and continue creating.' Literally, we operate with the aim of creating an ecosystem where all people can create and sustain those activities. Today, our platform is used by more than 10 million users, along with many media outlets, companies, schools, and public institutions.

Our proposal for GENIAC is an extension of these initiatives.

What kind of environment for creation will be necessary in a society where AI technology has advanced? How will those works be delivered widely? And what kind of environment will be required for creators and the media? As a concrete method to solve these questions, we intend to work on building an ecosystem in cooperation with creators, media companies, AI developers, METI, and NEDO."

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note is a media platform where creators post text, images, audio, and videos, and users can enjoy and support that content. We value a safe atmosphere and diversity so that everyone can enjoy and continue creating. Individuals and corporations mingle, expanding opportunities to find things they like and meet interesting people. The service launched in April 2014, and approximately 64.07 million works have been created. The number of members has reached 10.52 million (as of August 2025).

- URL : <https://note.com/>
- iOS App : <https://itunes.apple.com/jp/app/note-noto/id906581110>
- Android App : <https://play.google.com/store/apps/details?id=mu.note>

note inc.

Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

Address: 6-6-2 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan

Date of Establishment: December 8, 2011

Representative Director and CEO: Sadaaki Kato Corporate Website: <https://note.jp>

【For inquiries regarding this press release】

note inc. IR inquiry desk: <https://ir.note.jp/inquiry>