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Frequently Asked Questions from Investors and Answers (March 2026)

We, Kurashiru, Inc., appreciate your continued interest in us and hereby disclose the main questions recently raised from investors and our answers to them.

This disclosure is intended to enhance information disclosure to investors and to ensure fair disclosure.

Please be informed there may be some discrepancies in the answers due to timing differences in disclosure.

Q1. Advertising expenses increased from the third quarter to the fourth quarter in the previous fiscal year. How do you plan to manage them in the fourth quarter of this fiscal year?

We expect advertising expenses in the fourth quarter of this fiscal year to be slightly lower than in the third quarter.

In the previous fiscal year - our first year post-IPO - our budget was finalized after the Q2 financial results. This allowed us to execute aggressive investments in Q4 while maintaining a conservative profit plan.

For this fiscal year, however, our budget has been set since the beginning of the year. Given our priority to achieve our full-year profit targets, and considering that Q4 (January to March) is typically a period of rising advertising unit costs, our policy is to control advertising expenses compared to Q3.

Q2. With operational efficiency improving through AI utilization, what is your outlook for the headcount plan next fiscal year?

We are currently revising our headcount plan to build a leaner, more efficient organization by driving AI-enabled productivity improvements.

Having identified operational areas where AI can offset the need for additional personnel, we are adjusting our overall hiring plan downward. Regarding new graduate recruitment, while ongoing activities will continue, we are making adjustments to review the scale of hiring for the upcoming fiscal year.

Q3. What are the specific benefits for CPG brands utilizing "Receipt Challenge with Cook & Share" (Tabé-Challe)?

It enhances brand loyalty by moving consumers beyond the initial purchase to actual product usage and consumption (the cooking and eating experience).

In fact, we have received strong positive feedback from CPG brands, noting a measurable increase in repeat purchase rates among campaign participants. We are confident that this is a highly effective promotional tool for driving continuous purchases for CPG brands and producers.

Q4. What is the significance of expanding into promotional campaigns for the chain restaurant sector, and how do you view its future potential?

The primary significance lies in the potential to capture new user demographics, such as young males, in addition to acquiring new BtoB clients in the chain restaurant sector.

However, as our sales efforts in the dining out industry represent new market development, we are still evaluating the extent to which these campaigns can be standardized and the potential volume they can generate.

While we currently feel a stronger response from "Receipt Challenge with Cook & Share" (Tabé-Challe) compared to chain restaurant campaigns, we plan to explore horizontal expansion moving forward, with a focus on areas like food delivery services, where unit prices can be more easily increased.