Briefing Materials for the Financial Results of Second Quarter of Fiscal Year 2026

PR TIMES Corporation
(TSE Prime and NSE Premier | 3922)

October 14, 2026

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Executive Summary

Financial results for second quarter of FY2026	• Net sales increased by 6.4% year on year to ¥2,521 million, reaching a record high for the second quarter. Net sales growth remained below 10%, as in the first quarter of FY2026. • Progress against full-year forecasts revised today stood at 48.9% for net sales, 53.6% for EBITDA, and 53.9% for operating profit (49.0%, 51.4%, and 52.2%, respectively, in the same period of the previous fiscal year).
Financial results forecasts for FY2026	• The full-year net sales forecast for FY2026 has been revised downward to ¥10.319 billion (up 8.1% year on year). The previous forecasts for EBITDA and operating profit remain unchanged. • In light of the revision to the financial results forecasts and the change in the dividend policy announced today, the dividend forecast has been revised to ¥74.30 per share (up 438.4% year on year) based on a minimum DOE of 9%.
Topics	• The number of press releases for our core business, PR TIMES, increased by 11.2% year on year to a record high of 129,825. The total number of contracts for term plans stood at 3,676 (up 13.7% year on year), maintaining a growth trajectory. • An allocation of ¥4.5 billion has been set for M&A and strategic investments through the end of FY2030. Investments will be made only in projects that meet the investment criteria, and the policy is to return, in principle, at least 50% of any unused amount to shareholders through special dividends.
Road to Milestone 2030	• Given the discontinuation of the Jooto business, capital and human resources will be reallocated to growth areas. We will turn investments for future growth, including the use of AI, into profits, targeting operating profit of ¥7.0 billion and EBITDA of ¥7.7 billion in FY2030. • While continuing to invest aggressively, we will pursue an early return to a profit growth path, with plans to achieve record profits in FY2027. • From FY2028 through FY2030, profit will increase by 10–30% each year, bringing operating profit to ¥7.0 billion.



1 Financial Results for the Second Quarter of FY2026

2 Services Trends for the Second Quarter of FY2026

3 Topics & Reference Information

4 Road to Milestone 2030

Financial Results for the First-half of FY2026

- Against the first-half forecasts announced on April 13, net sales came in at 97.4%, EBITDA at 104.4%, operating profit at 106.2%, and profit at 101.0%.

(Millions of yen)	FY2025 1st Half	FY2025 2nd Half	FY2026 1st Half	FY2026 Year on Year	FY2026 Half on Half	Financial results forecasts 1st Half	Financial results forecasts vs. Forecasts
Net sales	4,674	4,871	5,049	108.0%	103.6%	5,185	97.4%
Gross profit	3,935	4,121	4,332	110.1%	105.1%	–	–
[Gross profit ratio]	[84.2%]	[84.6%]	[85.8%]	–	–	–	–
SG&A expenses	2,043	2,390	2,580	126.3%	107.9%	–	–
EBITDA	2,043	1,933	1,974	96.6%	102.1%	1,890	104.4%
Operating profit	1,892	1,730	1,751	92.6%	101.2%	1,650	106.2%
[Operating profit ratio]	[40.5%]	[35.5%]	[34.7%]	–	–	[31.8%]	–
Profit	1,272	1,125	1,125	88.4%	100.0%	1,114	101.0%

Financial Results for the Second Quarter of FY2026

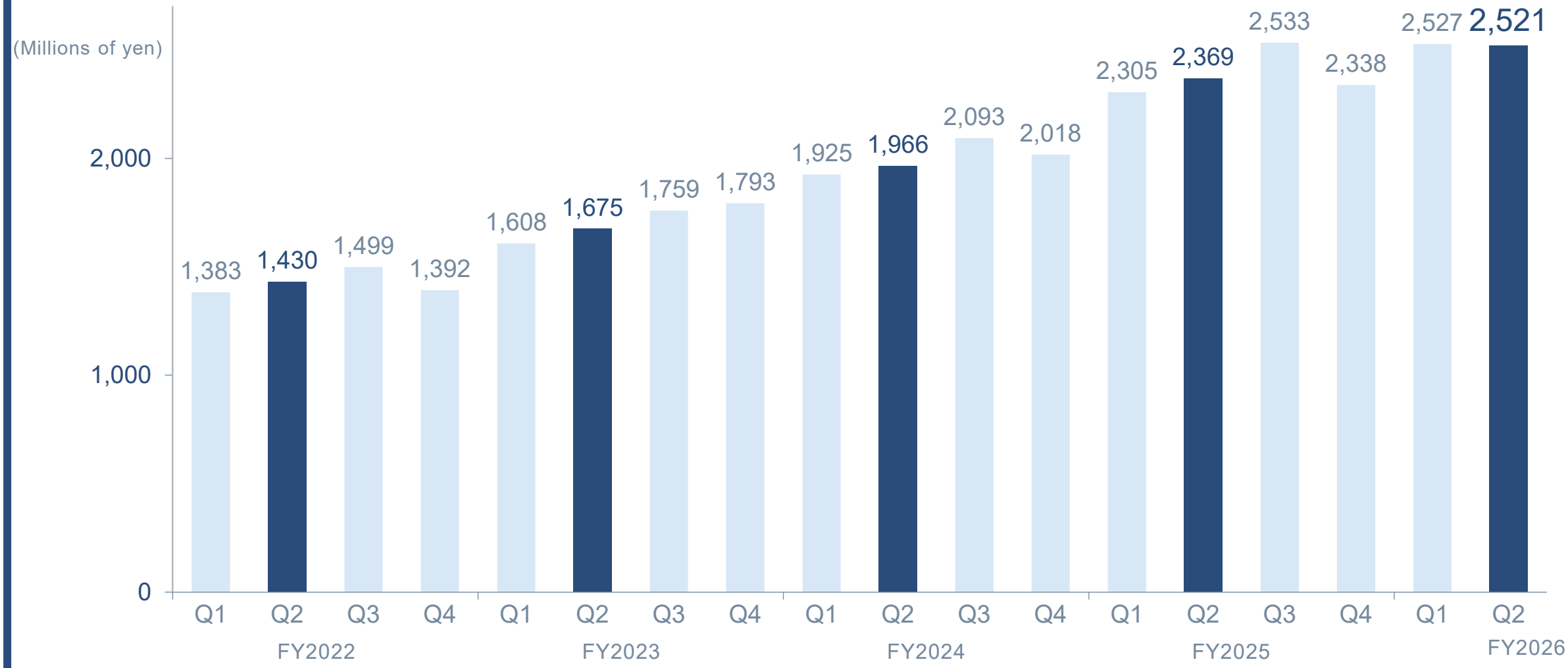
- We posted net sales of ¥2,521 million (106.4% year on year; 99.8% quarter on quarter), EBITDA of ¥979 million (89.6% year on year; 98.5% quarter on quarter), and operating profit of ¥871 million (86.4% year on year; 99.0% quarter on quarter).

(Millions of yen)	FY2025			FY2026		Year on Year	Quarter on Quarter
	Q2	Q3	Q4	Q1	Q2	(YoY)	(QoQ)
Net sales	2,369	2,533	2,338	2,527	2,521	106.4%	99.8%
Gross profit	1,995	2,147	1,974	2,172	2,160	108.3%	99.4%
[Gross profit ratio]	[84.2%]	[84.7%]	[84.4%]	[85.9%]	[85.6%]	–	–
SG&A expenses	986	1,048	1,341	1,292	1,288	130.6%	99.7%
EBITDA	1,093	1,185	748	994	979	89.6%	98.5%
Operating profit	1,008	1,098	632	880	871	86.4%	99.0%
[Operating profit ratio]	[42.6%]	[43.3%]	[27.1%]	[34.8%]	[34.5%]	–	–
Profit	699	750	374	604	520	74.4%	86.1%

Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

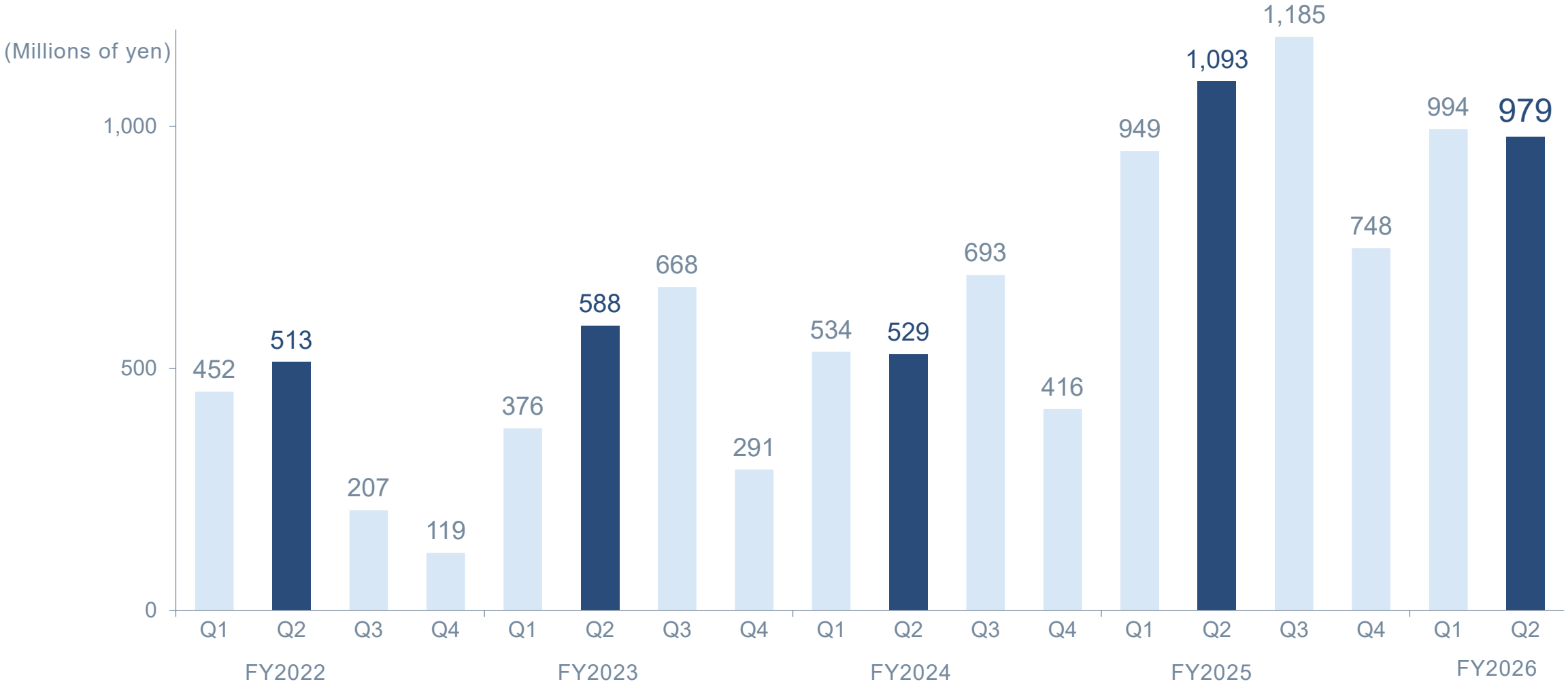
Changes in Quarterly Net Sales

- Net sales reached a record high for a second quarter, but remained below the all-time high set in the third quarter of FY2025.



Changes in Quarterly EBITDA

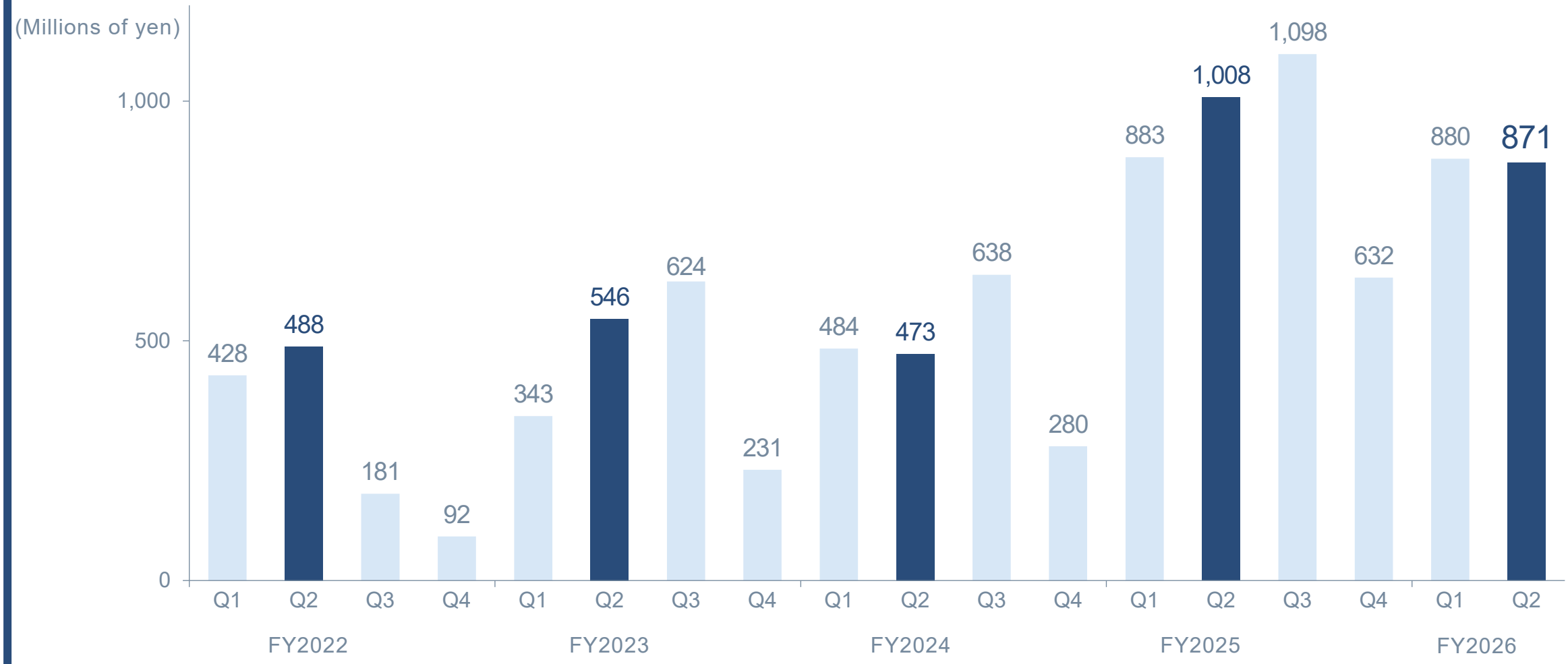
- EBITDA continues on a solid growth trajectory.



Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

Changes in Quarterly Operating Profit

- Operating profit continued on a solid growth trajectory while absorbing investments.



Breakdown and Ratios of Quarterly SG&A Expenses

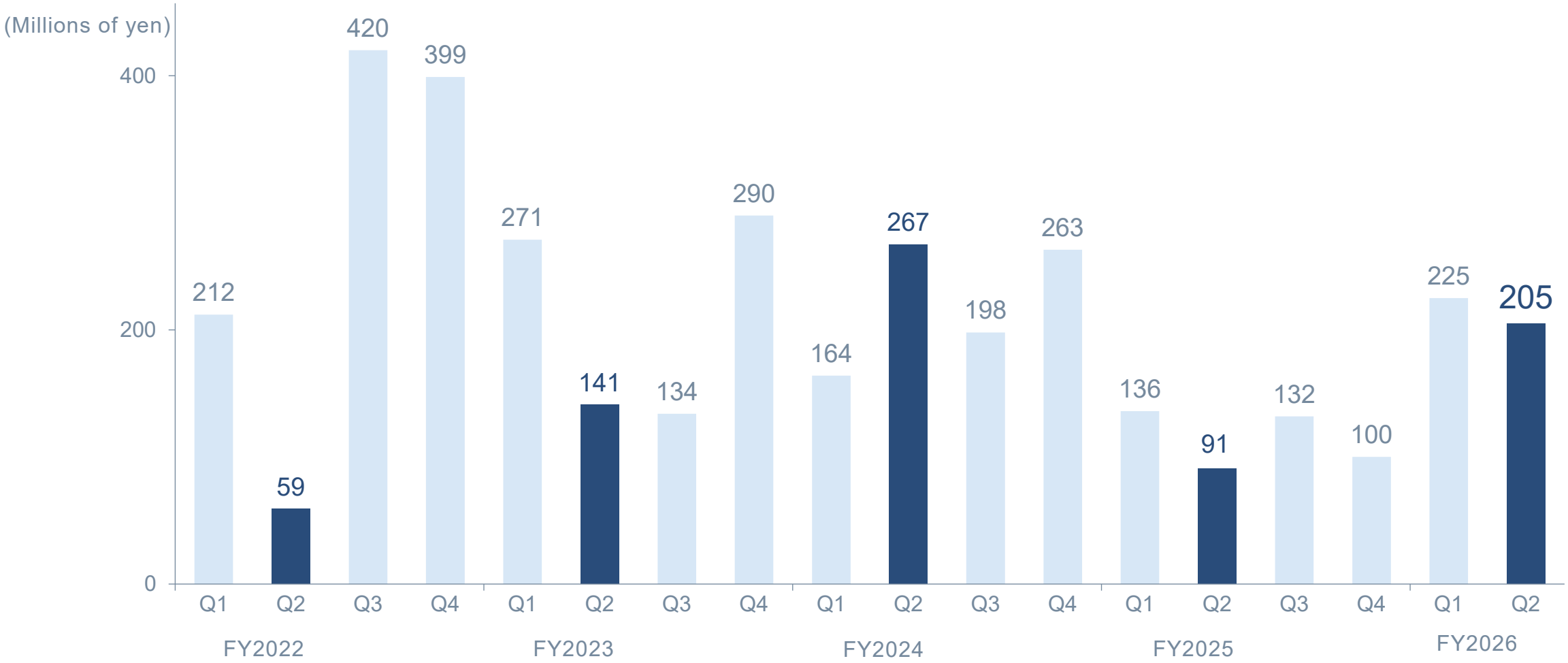
- S&M included stadium activations and other initiatives as part of the partnership with the Los Angeles Dodgers.
- R&D expenses reflected continued development of existing services.
- G&A has consistently remained below 10% of net sales.

	FY2025						FY2026			
	Q2		Q3		Q4		Q1		Q2	
(Millions of yen)	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales
Net sales	2,369	100.0%	2,533	100.0%	2,338	100.0%	2,527	100.0%	2,521	100.0%
Cost of sales	373	15.8%	386	15.3%	364	15.6%	355	14.1%	361	14.4%
S&M	660	27.9%	714	28.2%	901	38.6%	882	34.9%	873	34.6%
R&D	171	7.3%	175	6.9%	246	10.6%	196	7.8%	213	8.5%
G&A	154	6.5%	159	6.3%	193	8.3%	213	8.4%	202	8.0%
Operating profit	1,008	42.6%	1,098	43.3%	632	27.1%	880	34.8%	871	34.5%

Note: S&M, R&D, and G&A are abbreviations for Sales & Marketing, Research & Development, and General & Administrative expenses, respectively.
These figures have not been audited or reviewed by the financial auditor.

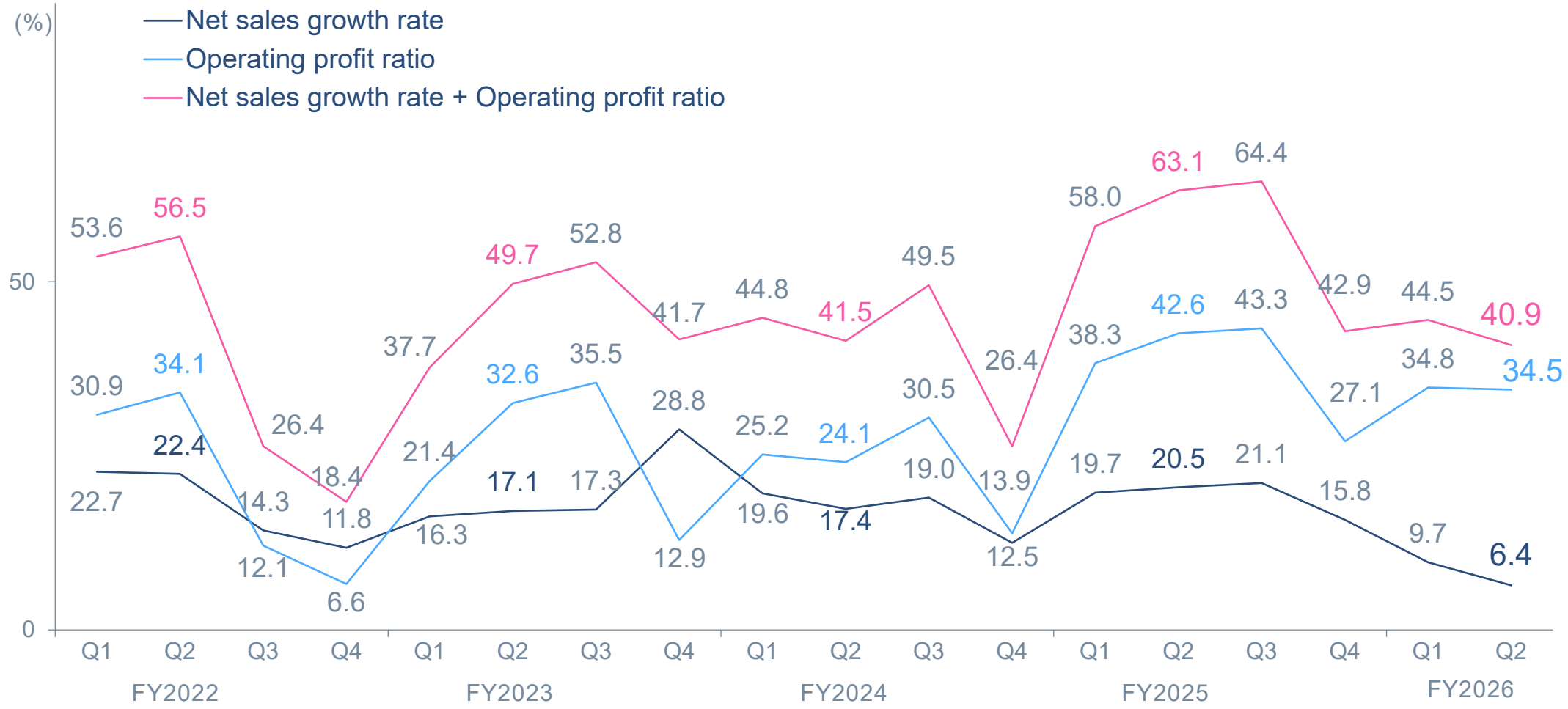
Changes in Quarterly Advertising Expenses

- Advertising expenses totaled ¥205 million (up 124.6% year on year).



Changes in Net Sales Growth Rate and Operating Profit Ratio

- While net sales growth was below 10%, as in the first quarter of FY2026, the sum of the net sales growth rate and operating profit ratio remained high at 40.9%.
- Going forward, by driving aggressive yet disciplined investment, we will continue to pursue both sustainable growth and profit expansion.



Revision to Full-Year Forecasts for FY2026

- The full-year net sales forecast for FY2026 has been revised downward to ¥10.319 billion (up 8.1% year on year). As a result of the decision in August 2026 to discontinue the business of “Jooto,” a task and project management tool, together with the weaker sales of other services and the consolidated subsidiary NAVICUS Co., Ltd., compared to the initial plan, we now expect full-year net sales to fall short of the previous forecast.
- Meanwhile, the previous forecasts for EBITDA and operating profit remain unchanged due to lower costs associated with the discontinuation of the “Jooto” business and a Group-wide review of expenses, among other factors.

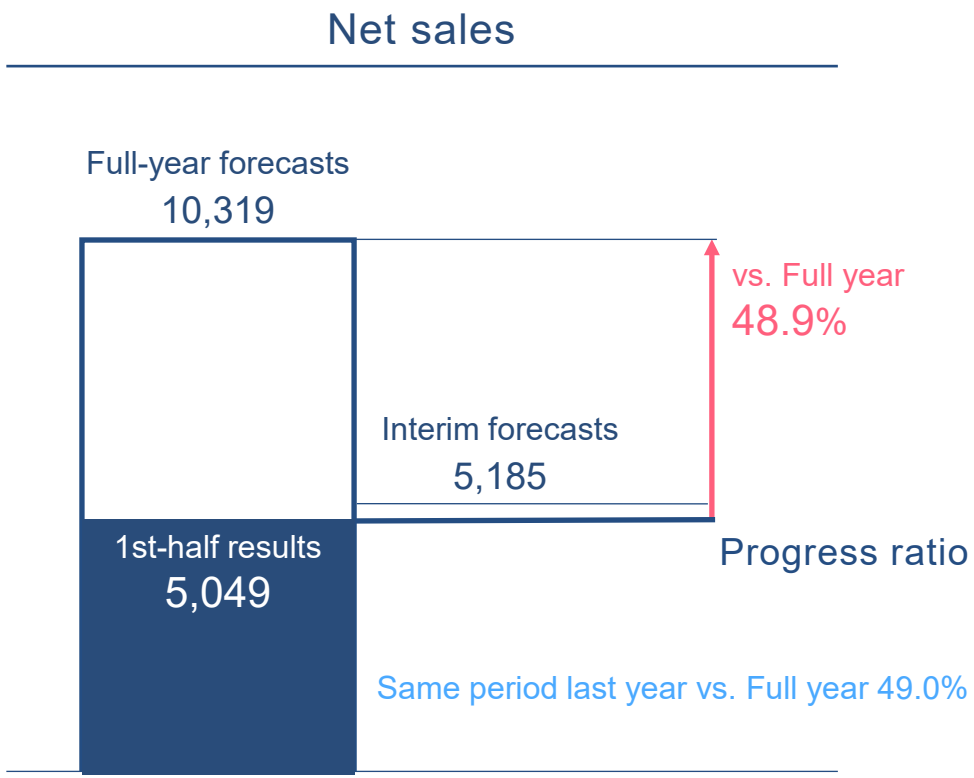
(Millions of yen)	FY2025	FY2026 full-year forecasts (initial)	FY2026 full-year forecasts (revised)	Compared with results of the previous fiscal year Amount	Compared with results of the previous fiscal year Percentage
Net sales	9,546	10,844	10,319	772	108.1%
EBITDA	3,976	3,685	3,685	(291)	92.7%
Operating profit	3,622	3,250	3,250	(372)	89.7%
[Operating profit ratio]	[38.0%]	[30.0%]	[31.5%]	–	[(6.5)%]
Ordinary profit	3,611	3,238	3,290	(321)	91.1%
Profit	2,397	2,200	2,100	(297)	87.6%

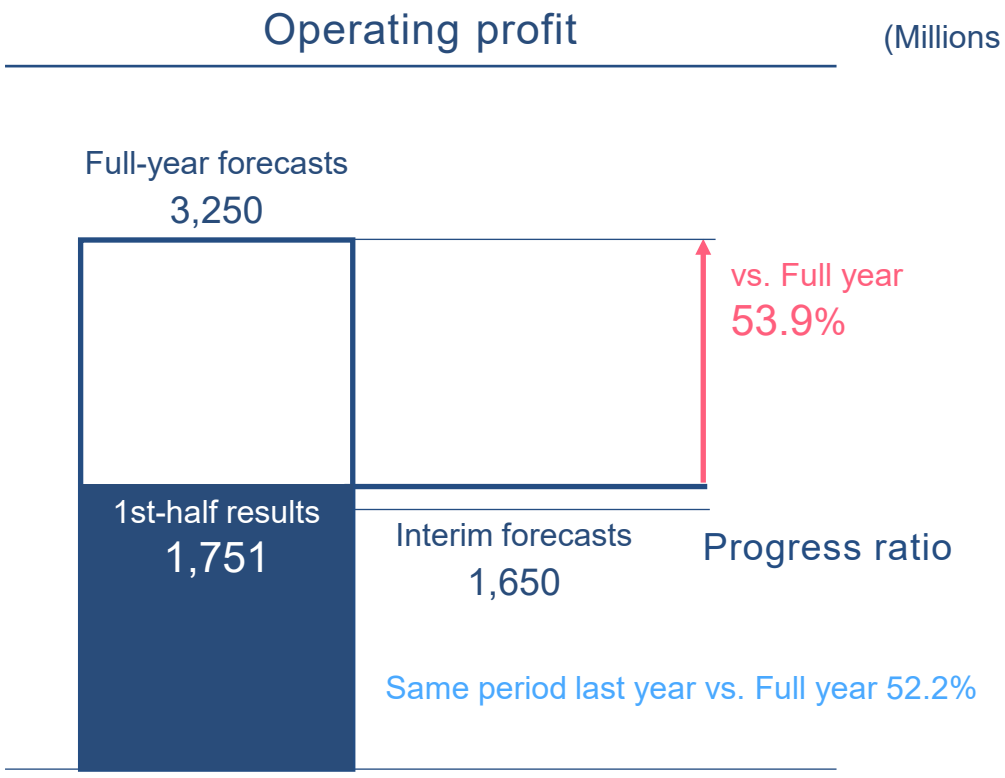
Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

Progress of Financial Results Forecasts for FY2026

- Progress against full-year forecasts revised today stood at 48.9% for net sales and 53.9% for operating profit (49.0% and 52.2%, respectively, in the same period of the previous fiscal year).
- For both net sales and operating profit, progress against full-year forecasts was broadly unchanged year on year.

(Millions of yen)





Balance Sheet

- Driven by the expansion of operating cash flows, the cash and deposits balance continued to accumulate, reaching ¥8.7 billion.
- ROA stood at 20.6% and ROE at 25.0%, both remaining at high levels.

(Millions of yen)	As of August 31, 2025	As of May 31, 2026	As of August 31, 2026	Year on Year	Quarter on Quarter
Current assets	8,185	9,134	10,088	123.2%	110.4%
Of which, cash and deposits	7,016	7,906	8,774	125.0%	111.0%
Non-current assets	1,598	1,866	1,996	124.9%	107.0%
Of which, goodwill	80	56	49	61.3%	86.4%
Total assets	9,784	11,000	12,085	123.5%	109.9%
Current liabilities	1,668	1,454	1,949	116.9%	134.0%
Of which, contract liabilities	397	443	459	115.6%	103.6%
Non-current liabilities	1	0	0	40.9%	73.1%
Net assets	8,115	9,545	10,134	124.9%	106.2%
ROA	20.2%	24.7%	20.6%	–	–
ROE	24.5%	29.2%	25.0%	–	–

Note: ROA and ROE have been calculated based on figures of the latest 12 months.



1 Financial Results for the Second Quarter of FY2026

2 **Services Trends for the Second Quarter of FY2026**

3 Topics & Reference Information

4 Road to Milestone 2030

PR TIMES Business Highlights



https://prtimes.jp

Companies	Number of companies using PR TIMES	133,784
	Percentage of listed companies in Japan using PR TIMES	66.7% (2,666 out of 3,996 companies)
	Number of press releases	46,939 per month (Jul. 2026)
Media	Delivery media list	11,140 media
	Number of media users	30,365 persons
	Number of partner media	268 media
Consumers	Number of site views	89.84 million page views per month (Aug. 2023)
	Social media accounts	Facebook: 127,698 X (formerly Twitter): 510,738
	Number of individual users	283,782 persons

*As of August 31, 2026

Publicity Achievements (Q2 FY2026)

- The number of publicity for the second quarter of FY2026 reached 83 releases across 60 media (109.2% of that in the same period of the previous fiscal year).
- One of the values we offer is publicity, and our publicity achievements demonstrate it.

TV　3 releases across 3 media

岩手朝日テレビ｜NHK（釧路）｜とちぎテレビ「とちテレNEWS9」

Radio　1 release across 1 medium

HitsFM

Magazines　5 releases across 5 media

OOH事例集2025｜月刊終活｜山陰経済ウイークリー｜週刊企業と広告｜デジタルカメラマガジン

Newspapers　23 releases across 18 media

岩手日日｜岩手日報｜大分合同新聞｜金属産業新聞｜釧路新聞｜下野新聞｜上毛新聞｜新聞情報｜新聞之新聞｜スポーツ報知｜総合報道｜東商新聞｜日本経済新聞｜ブライダル産業新聞｜The Bunka News｜毎日新聞｜読売新聞栃木版｜わかやま新報

Web　51 releases across 33 media

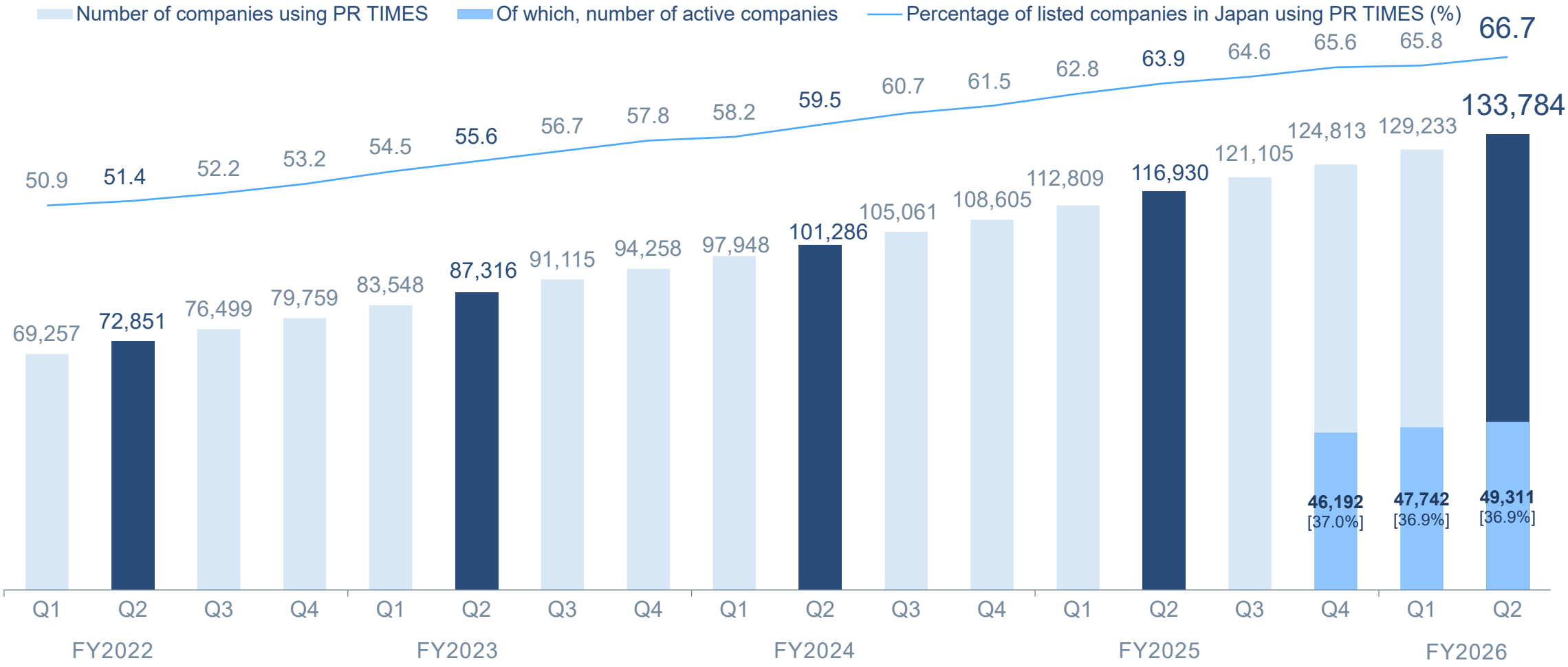
@DIME｜AdverTimes.｜advanced by massmedian｜innovaTopia｜INTERNET Watch｜WEBマーケティングの瓦版｜AIsmiley｜沖縄タイムス｜推し楽｜キーマンズネット｜QUERYY｜Koubo｜コマースピック｜SIGN NEWS SITE｜小学館ロコ・ラボ｜syncAD｜すみだ経済新聞｜tokyo chips｜tokila｜PR EDGE｜FISCO｜風傳媒 日本語版｜ProductZine｜VOIX｜VOIX biz｜マーケトランク｜マイナビウーマン｜マナミナ｜MIRASUS｜Media Innovation｜盛岡経済新聞｜読売新聞岩手版｜ロボスタ

- Publicity releases reproduced in Yahoo! News, livedoor News, SmartNews, LINE NEWS, NewsPicks, antenna, etc., are omitted.
- PR EDGE is a media outlet we operate.
- Publicity releases reproduced from newspapers and magazines to their respective online editions are omitted.
- Publicity releases related to the Company’s stock price are omitted.
- Figures include media that were published more than once.

(June 2026 to August 2026; media names listed in Japanese alphabetical order)

PR TIMES | Changes in Number of Companies Using PR TIMES

- The number of companies using PR TIMES reached 133,784 (up 16,854 companies year on year; up 4,551 companies quarter on quarter).
- 66.7% (2,666 out of 3,996) of all listed companies used PR TIMES.
- Active companies totaled 49,311 (up 1,569 quarter on quarter), accounting for 36.9% of all companies using the service.



Note: The number of active companies is the number of companies that have distributed at least one press release via PR TIMES within the past 12 months as of each quarter-end.
Figures are shown from Q4 FY2025 onward.

PR TIMES | Number of Contracts for Term Plans

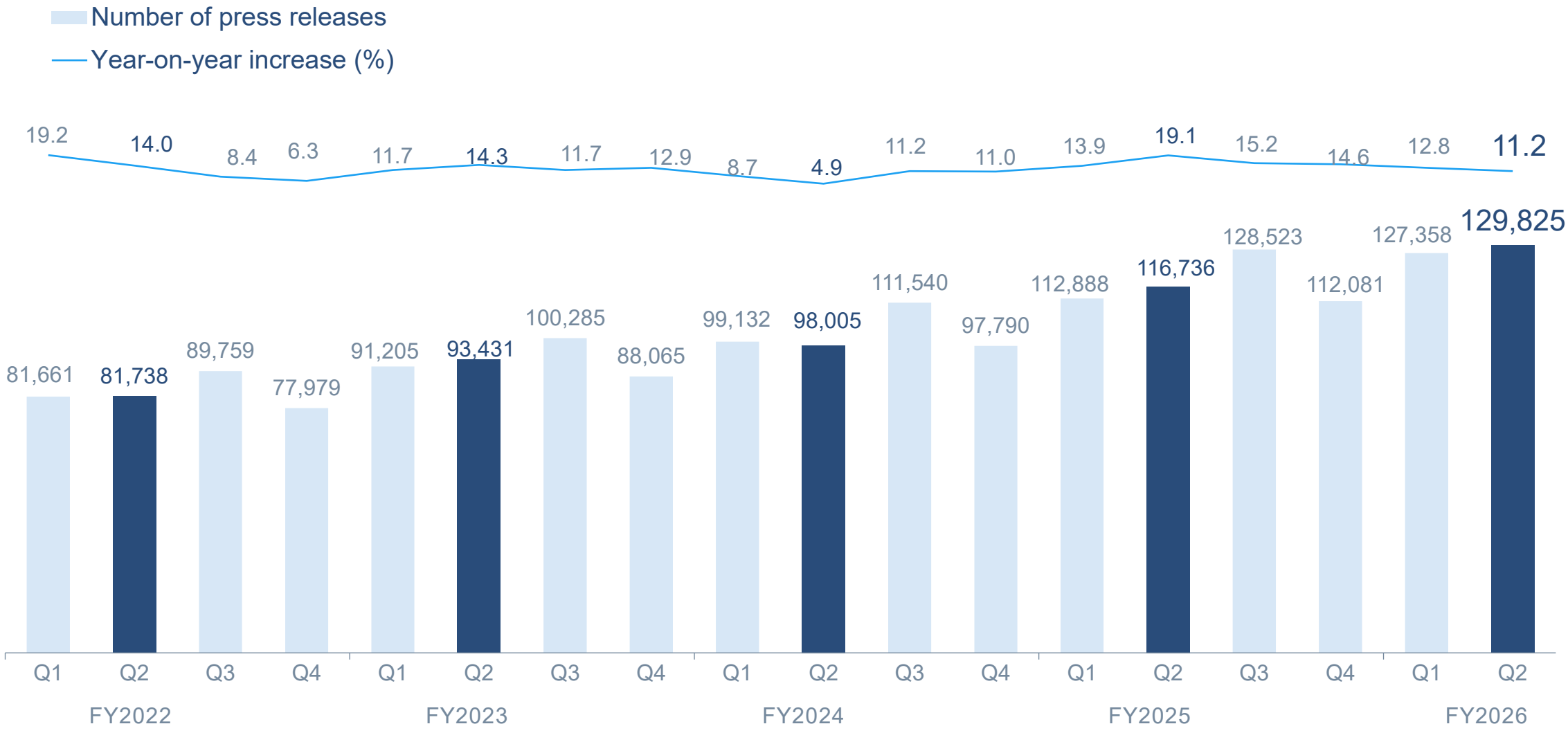
- The total number of contracts for term plans stood at 3,676 (up 443 companies or 13.7% year on year), including 3,322 companies under annual plans (up 439 companies or 15.2% year on year) and 354 companies under semi-annual plans (up 4 companies or 1.1% year on year).



Note: PR TIMES offers a pay-as-you-go plan at ¥30,000 per use, as well as fixed-rate plan options (¥80,000 per month, ¥75,000 per month for a semi-annual contract, and ¥70,000 per month for an annual contract). Figures present annual and semi-annual contracts and their total.

PR TIMES | Changes in Number of Press Releases

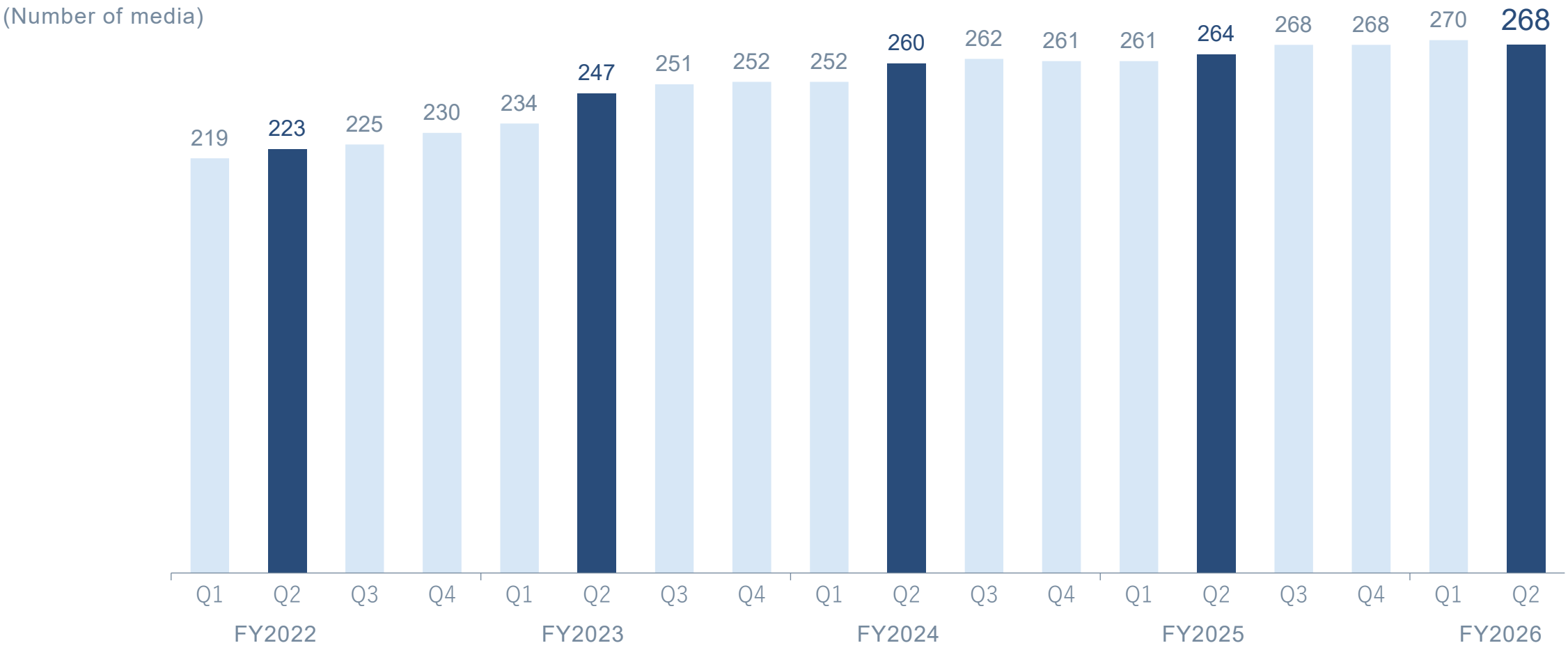
- The number of press releases was 129,825 (up 11.2% year on year; up 1.9% quarter on quarter), reaching a record high. The year-on-year increase rate remained in the 10% range.



PR TIMES | Changes in Number of Partner Media

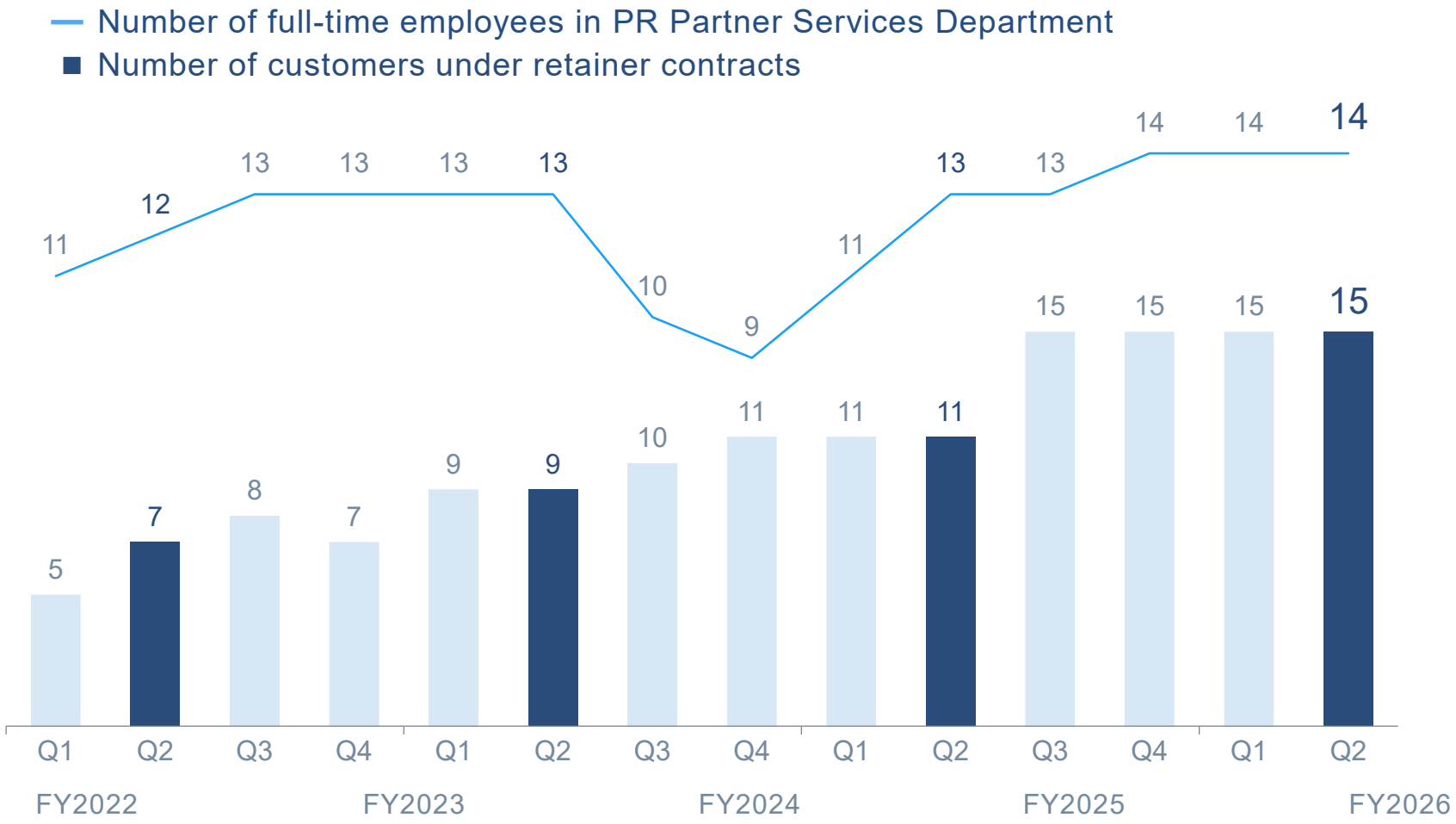
- The number of partner media was 268 (2 media added, 4 media decreased).

Kstyle NIKKEI KAI



PR Partner Services | Number of Customers under Retainer Contracts

- Net sales in the second quarter decreased by 15.1% year on year.
- The number of customers under retainer contracts and the number of full-time employees remained flat.



Note: The number of customers under retainer contracts is defined as the number of customers with contracts of at least ¥500,000 per month and in operation for the most recent six consecutive months.

Jooto | Decision to Terminate General Availability and Discontinue the Business

- We have decided to terminate general availability of our task and project management tool “Jooto” and discontinue the Jooto business on July 31, 2027.
- Until then, we will maintain service quality and security and take the necessary steps, including data export and migration and the settlement of contracts and fees. *Hyojun-no-hako* is not subject to discontinuation and will continue to be provided as before.

Schedule for Termination of General Availability

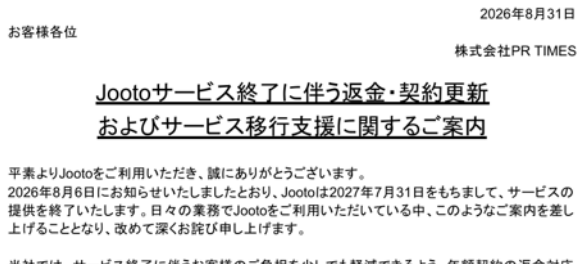
August 6, 2026	August 31, 2026	From September 2026	July 31, 2027
Decision to terminate general availability and discontinue the business	Announcement of refunds, contract renewals, and migration support	Guidance on alternative services for migration and individual support	**Termination of general availability**

Customer Support for Service Termination *For details, please see the official announcement webpage.



Service Migration

https://www.jooto.com/service-migration/ (in Japanese)


2026年8月31日

お客様各位

株式会社PR TIMES

Jootoサービス終了に伴う返金・契約更新
およびサービス移行支援に関するご案内

平素よりJootoをご利用いただき、誠にありがとうございます。
2026年8月6日にお知らせいたしましたとおり、Jootoは2027年7月31日をもちまして、サービスの提供を終了いたします。日々の業務でJootoをご利用いただいている中、このようなご案内を差し上げることとなり、改めて深くお詫び申し上げます。

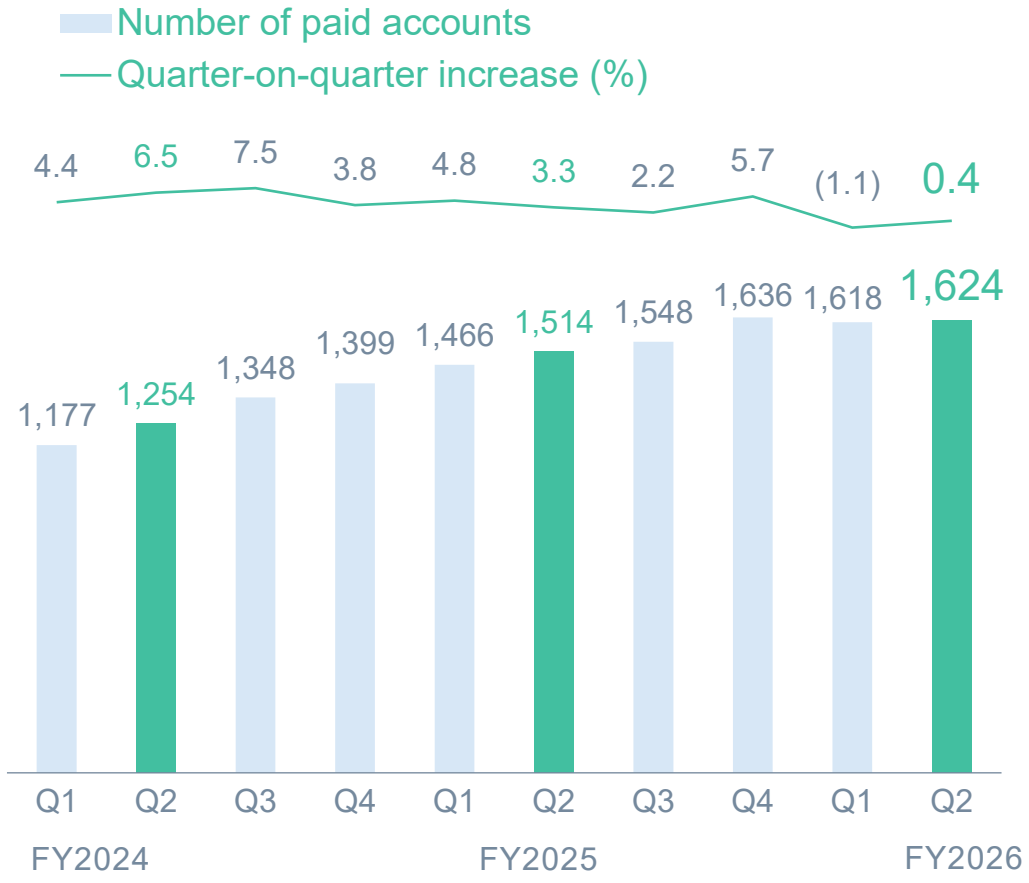
Information on Refunds, Contract Renewals, and Service Migration Support

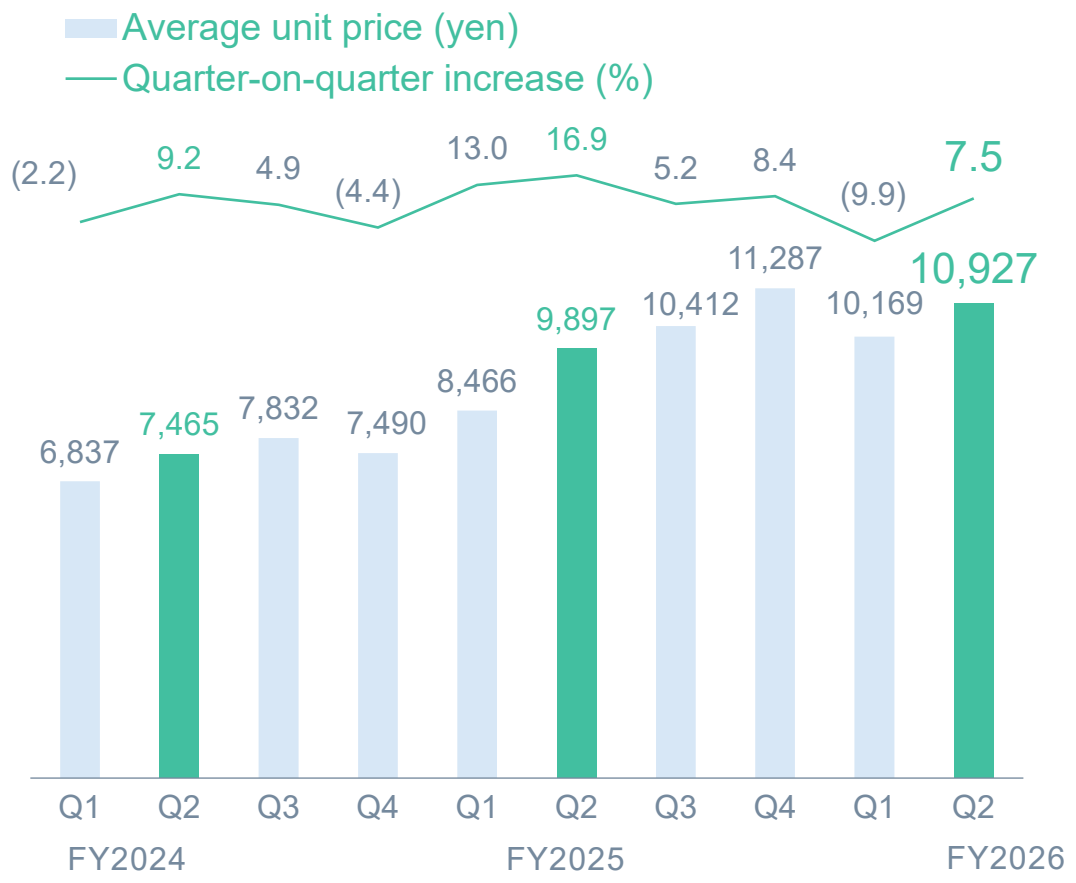
https://www.jooto.com/wp-content/uploads/2026/08/Jooto_Service_Termination_Guide.pdf (in Japanese)

Tayori | Changes in Number of Paid Accounts

- The number of paid accounts was 1,624 (up 7.3% year on year; up 0.4% quarter on quarter).
- The average unit price was ¥10,927 (up 10.4% year on year; up 7.5% quarter on quarter).

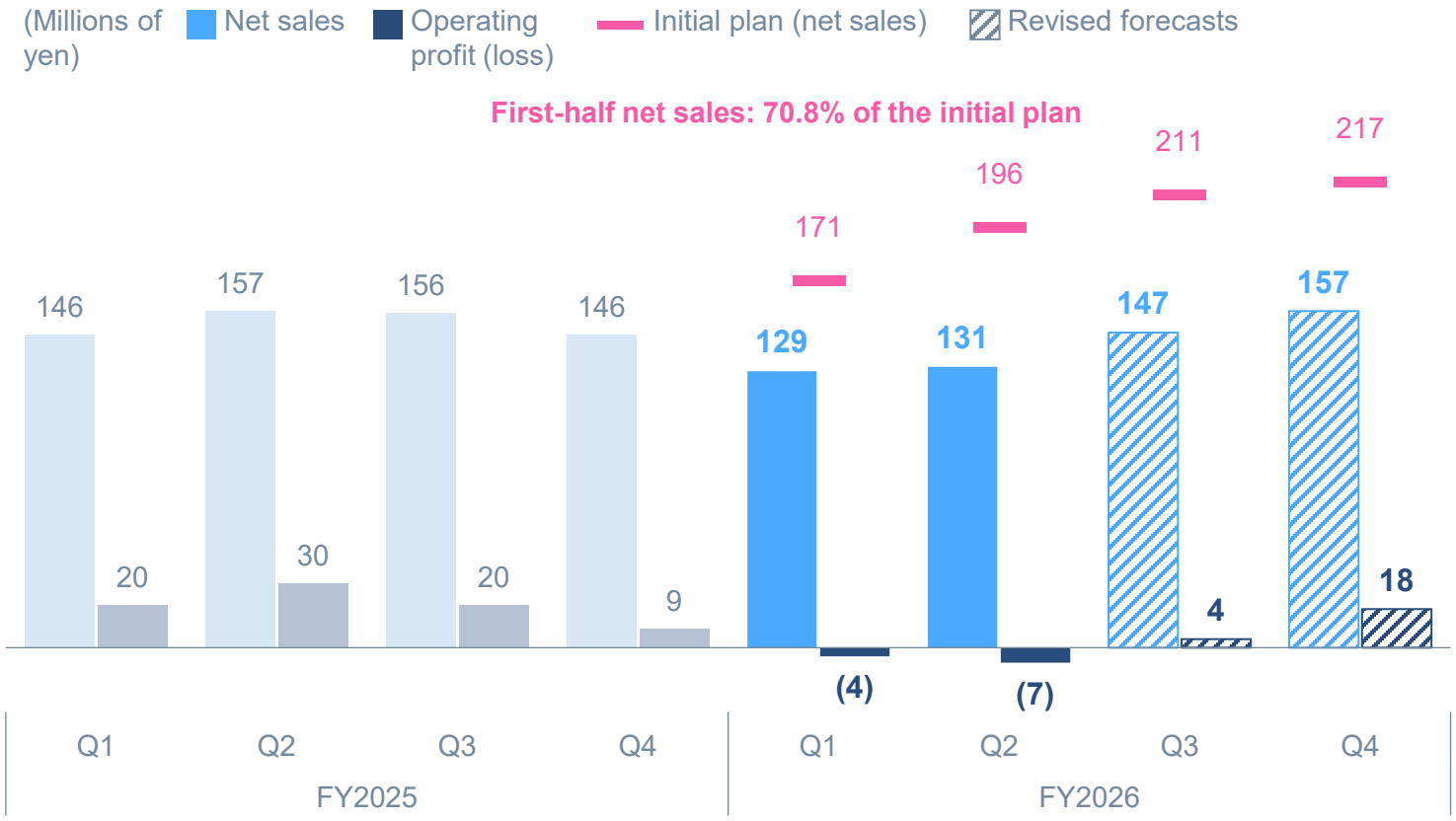
  API functionality has been released and is now available under the enterprise plan. It helps companies using the service automate their operations.





NAVICUS | Full-Year Plan Revised to Rebuild the Order Base

- First-half net sales were ¥260 million (85.8% year on year), with an operating loss of ¥11 million. The order backlog at the beginning of the fiscal year was down year on year as recurring contracts ended or were scaled back in the second half of the previous fiscal year. Additional and new orders were also sluggish.
- Following a review of the second-half plan, the full-year net sales forecast has been revised to ¥565 million (¥231 million below the initial plan). We will continue to control SG&A expenses and expect to return to operating profitability in the second half.
- Our focus is on developing new business with large companies and strengthening relationships with existing major clients, while restructuring the organization to rebuild the order base.



Revised Financial Results Forecasts for FY2026 (NAVICUS Standalone)

(Millions of yen)	Initial plan	Revised forecasts	Change
Net sales	797	**565**	(231)
Of which, first half	368	**260**	(107)
Of which, second half	429	**304**	(124)
Operating profit	83	**11**	(71)
Of which, first half	34	**(11)**	(45)
Of which, second half	49	**22**	(26)

Note: First-half figures under revised forecasts are actual results.

Key Priorities for the Second Half

New	Focus on developing business with large companies to secure large-scale projects
Existing	Strengthen relationships with major clients to drive upselling and reactivate contracts
Organization	Restructure the organization with clearly defined roles

Note: FY2025 figures are actual results. Q3 and Q4 FY2026 figures are revised forecasts. NAVICUS corporate site: https://www.navicus.jp/ (in Japanese)



1 Financial Results for the Second Quarter of FY2026

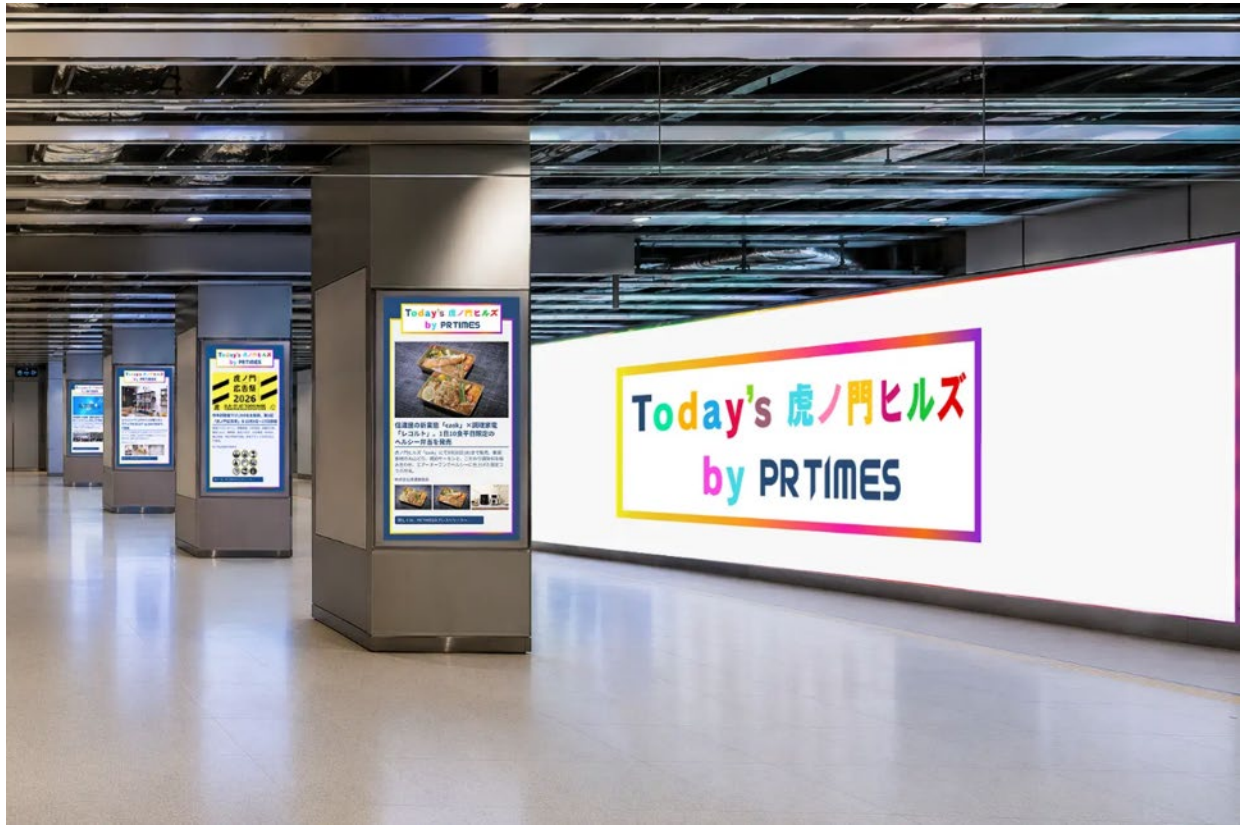
2 Services Trends for the Second Quarter of FY2026

3 **Topics & Reference Information**

4 Road to Milestone 2030

Corporate Information | Launch of Today's Toranomon Hills by PR TIMES

- We relocated our head office to Toranomon Hills Business Tower in September. Our office space was expanded to provide a foundation for business and organizational growth toward Milestone 2030.
- On September 7, a year-round program was launched in collaboration with Mori Building to display press releases from Toranomon Hills tenants on more than 200 digital signage screens across the complex. The initiative brings information directly from its source into the city, expanding its use across media.

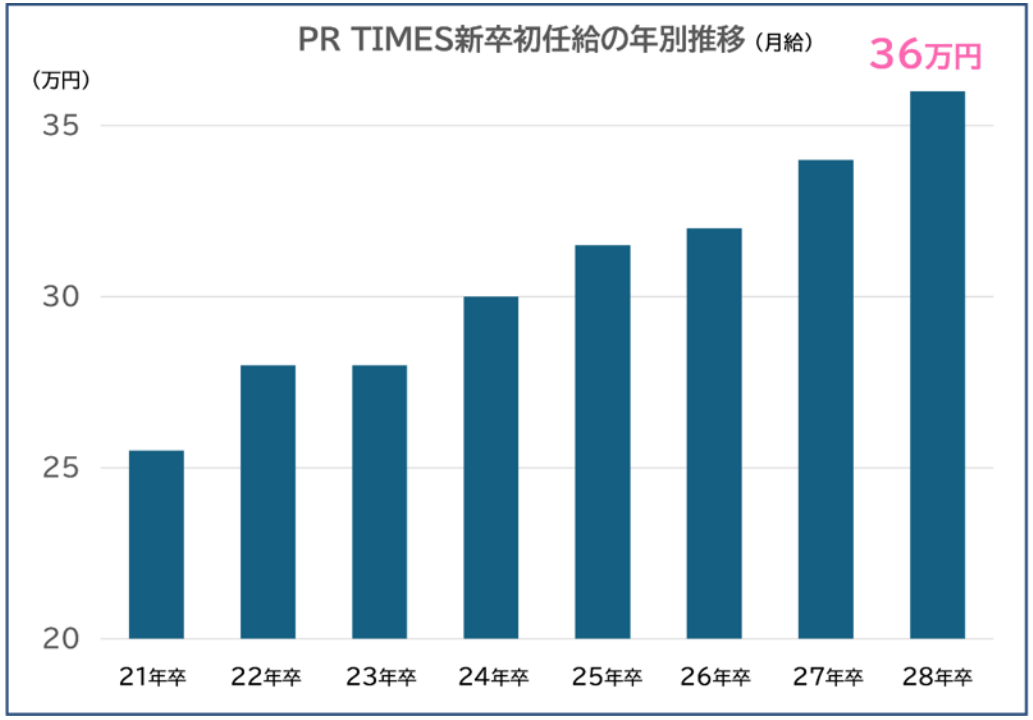


Press release: https://prtimes.jp/main/html/rd/p/000001698.000000112.html (in Japanese)

Corporate Information | Starting Salary for 2028 Graduates Raised to ¥360,000 per Month

- The starting salary for 2028 graduates has been raised to ¥360,000 per month, an increase of ¥20,000 from the ¥340,000 set for 2027 graduates.
- Compensation reflects our expectations for the people who will drive the next stage of business and organizational growth. We are investing in our people to enable current employees and new colleagues to leverage their strengths and drive growth together.





Press release: https://prtimes.jp/main/html/rd/p/000001705.000000112.html (in Japanese)

Corporate Information | Publication of Policy on Addressing Customer Harassment

- On September 30, 2026, PR TIMES published its Policy on Addressing Customer Harassment.
- Legitimate feedback from customers and business partners is taken seriously. As an organization, we address language or behavior that undermines employees' safety, dignity, or working environment, rather than leaving individual employees to handle it.
- To create a workplace where employees feel safe, we are establishing consultation channels, providing regular training, and supporting employees who have suffered harassment.



HARASSMENT POLICY

カスタマーハラスメント対応方針

当社は「行動者発の情報が、人の心を揺さぶる時代へ」というミッションを掲げ、プレスリリース配信サービス「PR TIMES」をはじめ、企業やそこに所属する個人（行動者）を支援するサービスを運営しています。私たちが考えるPR（パブリック・リレーションズ）とは、単なる情報発信ではなく、大切な存在との間で有意義な関係を築くためのコミュニケーションを起点としたプロセスです。
私たちがお客様やお取引先の皆様との間に築く関係も、一方的なサービス提供ではなく、互いの声に耳を傾け、それに応えて共に変化し、その変化を伝え合っていく、継続的な対話の積み重ねでありたいと考えています。
私たちのお客様は、発信したい、届けたいという強い想いを持って向き合ってくださっています。だからこそ、時に厳しいご指摘をいただくことがあっても、その多くはこの想いの裏返しであり、私たちはこうしたご意見を、これからもサービス改善の貴重な機会として真摯に受け止めます。
一方で、その矛先がサービスへの要求ではなく、対応する担当者個人の人格や尊厳に向けられることがある場合、こうした行為は私たちが大切にしたい対話の場そのものを壊すものであり、当社はこれをカスタマーハラスメントと位置づけ、毅然と対応します。

私たちが大切にする姿勢

カスタマーハラスメントへの対応にあたり、当社は以下を基本姿勢とします。

組織としての対応

— 担当者個人の忍耐や判断に委ねず、会社として組織的に対応します。

誠実な対話の継続

— カスタマーハラスメントへの毅然とした対応と、お客様への誠実な対話は矛盾しません。厳しいご意見にはこれからも真摯に耳を傾けます。

- The “Best101” was announced on October 1, comprising 101 entries selected from a total of 4,236 based on high ratings from the judges.
- This year, a revamped 22-member judging panel reviewed each entry individually, giving careful consideration to the ingenuity and actions behind its message.
- The 10 judges overseeing the second and final rounds will deliberate to select the category award winners from the Best101. The winners will be announced at the awards ceremony on October 28—Press Release Day.

Press Release Awards 2026 Best 101



Press release: https://prtimes.jp/main/html/rd/p/000001701.000000112.html (in Japanese)

Corporate Information | Change in Dividend Policy and Revision to Dividend Forecast

- The minimum dividend on equity ratio (DOE) for ordinary dividends has been raised from 2% to 9%, with ordinary dividends to be progressive in principle.
- The annual dividend forecast for the year ending February 2027 was revised from ¥16.80 to ¥74.30 per share. Interim dividends will be introduced from the year ending February 2028.

Revision to Dividend Forecast

	Annual dividend		
	2nd quarter-end	Fiscal year-end	Total
Previous forecast (announced April 13, 2026)	–	¥16.80	¥16.80
Revised forecast	–	¥74.30	¥74.30
Actual dividends (year ending February 2027)	¥0.00	–	–
Actual dividends (year ended February 2026)	¥0.00	¥13.80	¥13.80

Change in Dividend Policy

	Before	After
Minimum DOE for ordinary dividends	2% or higher	9% or higher (from the year ending February 2027)
Progressive dividends	Aim for progressive dividends	Progressive ordinary dividends in principle
Number of dividend payments per year	Once a year, at fiscal year-end	Twice a year, at interim and fiscal year-end, starting with the year ending February 2028

Corporate Information | ¥4.5 Billion Allocation for M&A and Strategic Investments and Policy on Additional Shareholder Returns from Unused Capital

- A ¥4.5 billion allocation has been set for M&A and strategic investments through the end of FY2030. Investment will be limited to projects that meet the investment criteria.
- The policy is to return, in principle, at least 50% of the unused amount at the end of the period to shareholders through special dividends.

Investment Decisions and Execution Management

Allocation for M&A and strategic investments	**¥4.5 billion through the end of FY2030**
Pre-investment assessment	**Acquisition price, business fit, expected returns above the cost of capital, and the structure for post-investment management and integration**
Post-investment management	**Specify who is responsible, the objectives, review deadlines, and criteria for further investment or exit, and take action based on the results**
Use of the investment allocation	**Investment beyond the ¥4.5 billion allocation may be made in projects that meet the criteria and are expected to enhance corporate value, in light of the financial position.**

Special Dividends from the Unused Amount

In principle, at least 50% of the unused amount as of the end of FY2030 will be returned to shareholders through special dividends.

- The amount and timing will be determined based on liquidity requirements, committed investments, payment obligations, and the amount available for distribution, and will be announced promptly once determined.
- Differences between the interests of controlling and minority shareholders will also be taken into account, with the common interests of all shareholders serving as the guiding principle.
- If investment opportunities are available, capital will be invested to enhance corporate value; otherwise, it will be returned to shareholders.

- PR TIMES College was held online and in five cities across Japan: Tokyo on October 8, and Sapporo, Nagoya, Osaka and Fukuoka on October 9. The event offered learning and networking opportunities for communications and PR professionals. Communications and PR professionals from companies using PR TIMES were invited to attend free of charge, with a total of 567 participants at venues across the five cities.
- In the first session, Mio Soda, Anthropic's Japan communications lead, spoke about the role and practice of public relations in the AI era. In the second session, Dex Hunter-Torricke, who previously led communications at SpaceX, Google DeepMind, and Facebook, spoke online about storytelling in the AI era.

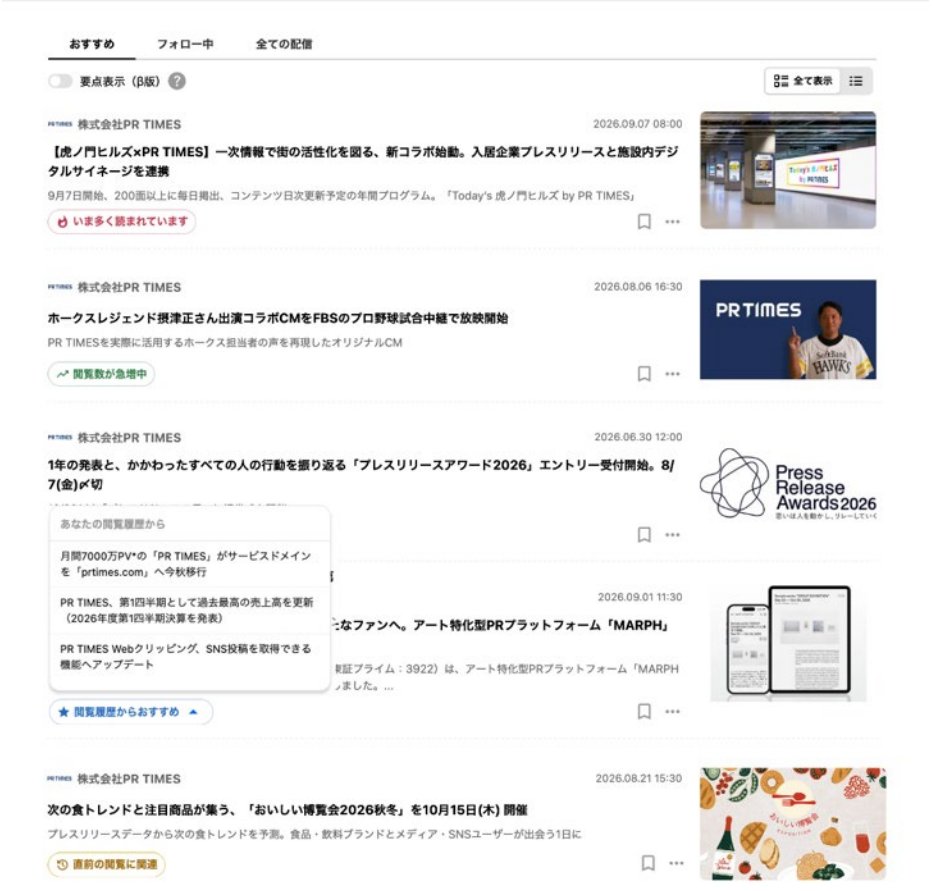




Press releases: https://prtimes.jp/main/html/rd/p/000001694.000000112.html (in Japanese)
https://prtimes.jp/main/html/rd/p/000001700.000000112.html (in Japanese)

PR TIMES | Comprehensive Revamp of Features for Media Users

- Expanded search functionality enables filtering by multiple criteria, including keywords, region, and distribution period, as well as sorting by page views. Four types of recommendations have also been added to present relevant information based on page-view trends, users' browsing histories, and similarities in meaning and context among press releases.
- The aim is to create a dashboard that gives PR TIMES media users easier access to information directly from its source as material for news coverage and editorial planning.

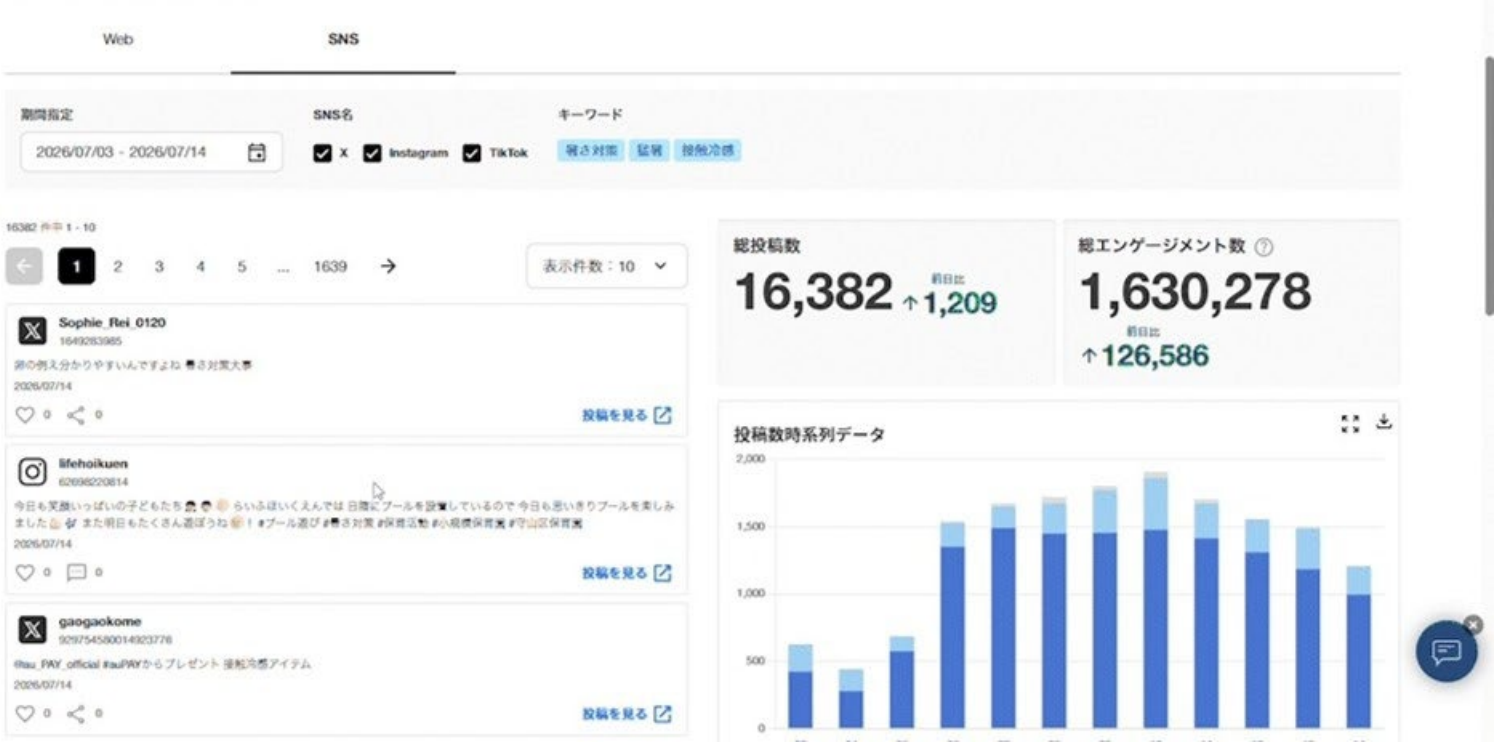




Press release: https://prtimes.jp/main/html/rd/p/000001699.000000112.html (in Japanese)

PR TIMES | PR TIMES Web Clipping Now Supports Social Media Posts

- On July 15, PR TIMES Web Clipping added support for collecting posts from X, Instagram, and TikTok alongside online articles. Based on their specified keywords, users can view online media coverage and social media posts in a single dashboard. Keyword filtering and CSV output are also supported.
- The service's features have been expanded to help users draw on what consumers are saying on social media as well as media coverage for future messaging, internal sharing, and communication improvements.





Shinya Sakurai, Head of the Web Clipping Business

We will also work on further feature enhancements, including trend analysis of collected posts and report output, to turn the voices we gather into next steps.

The impact of public relations cannot be measured by the number of media placements alone. By continuing to develop a foundation that captures how messages are received and how they spread, we intend to better support companies in communicating their messages.

Press release: https://prtimes.jp/main/html/rd/p/000001684.000000112.html (in Japanese)

Tayori | Wins Encouragement Award in Best Customer Support of The Year

- Tayori received an Encouragement Award in “Best Customer Support of The Year 2026,” organized by the Japan Institute of Information Technology. The award recognized efforts to use FAQ and AI chatbot search histories to identify customer issues and needs not expressed in direct inquiries and apply these insights to service improvements. This is Tayori’s second consecutive Best Customer Support of the Year award.
- Support staff and the development department collaborate weekly to shape the development roadmap in light of customer feedback and business strategy. The goal is to enhance customer value while driving business growth.



Tayori

Press release: https://prtimes.jp/main/html/rd/p/000001681.000000112.html (in Japanese)

MARPH | Officially Launched

- Artists and galleries can use dedicated templates to create and distribute press releases about exhibitions, artworks, and other topics. The service delivers information directly from its source to art professionals, fans, and the media.
- Based on usage and feedback during the beta phase, MARPH is now available to a broader range of users. A new follow feature also enables users who publish information to keep up with one another’s activities, meeting a need in the art industry.



Press release: https://prtimes.jp/main/html/rd/p/000001696.000000112.html (in Japanese)

1 Financial Results for the Second Quarter of FY2026

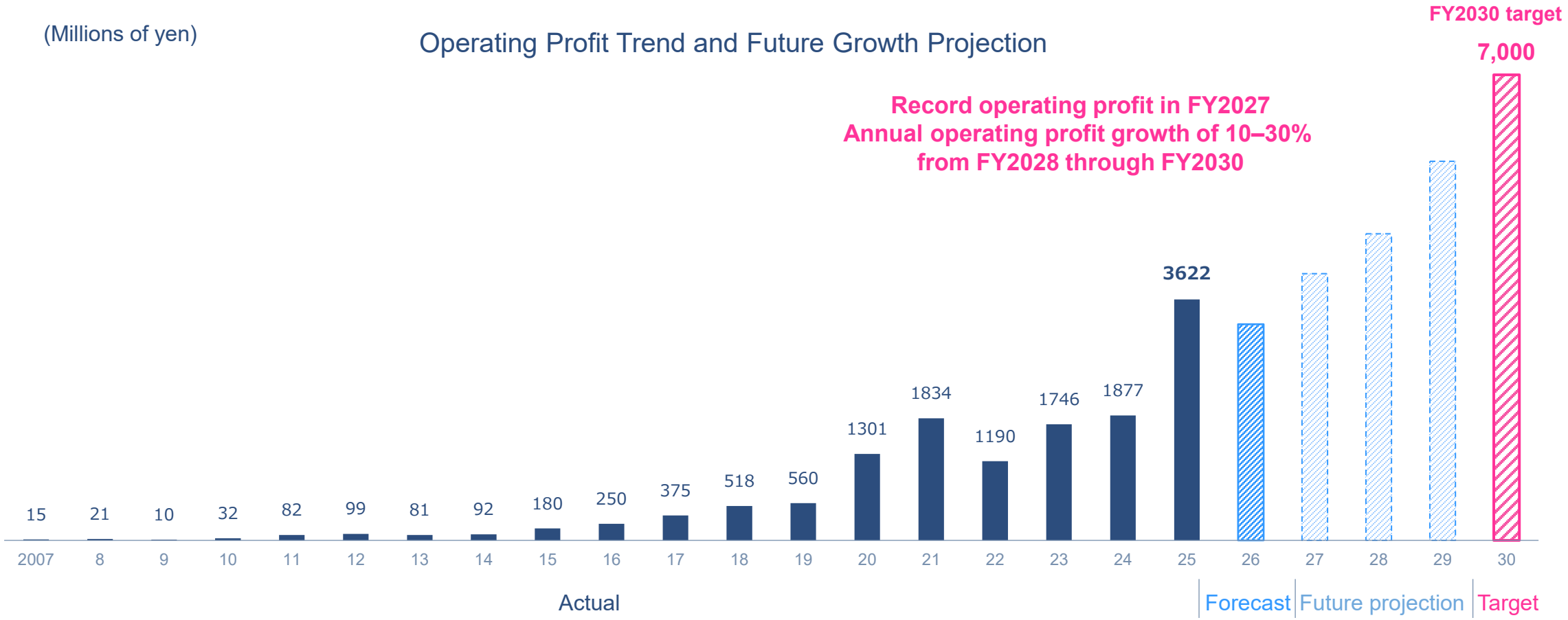
2 Services Trends for the Second Quarter of FY2026

3 Topics & Reference Information

4 **Road to Milestone 2030**

Toward Milestone 2030

- Our medium-term management goals, “Milestone 2030,” target ¥7.0 billion in operating profit and ¥7.7 billion in EBITDA in FY2030. To this end, we maintain our policy of designating the two to three fiscal years beginning in FY2026 as a period of focused growth investment.
- In particular, we are accelerating AI-based BPR (business process reengineering) earlier than initially anticipated to improve productivity and reallocate personnel to higher-value work.
- While continuing to invest in growth, we will translate the results of these investments into profit growth, achieve record operating profit in FY2027, and deliver annual operating profit growth of 10–30% from FY2028 through FY2030.



Towards an Age Where Information Inspires Hearts and Minds

It has been a quarter of a century since the Internet first became a part of people’s lives.

Each and every one of us can now edit and disseminate information.

However, the amount of information that is gathered with technology and casually disseminated continues to grow.

Unfortunately, the probability of encountering the information that we really need and the feelings and thoughts that we really wish to experience has decreased in general.

The unshakable truth is not what has been said but what has been done.

Actions do not lie.

Hence, it is imperative to leverage the power of the Internet and technology to amplify the value of information about people who carry out actions.

Information directly related to hard work will spark the most robust and inspiring movements.

This is true in sports, in the arts, in politics, in economics, and at work and at home.

It is also true for all things big and small.

As the quality and speed of dissemination of information from people who carry out actions increases, it can become a mainstream source of information in the world.

The stories and thoughts that emerge from this will move the hearts and minds of each and every individual around the world.

This will create a virtuous cycle of positive energy.

Our mission is to become such a platform.

A briefing session is held in addition to the release of this document. We also meet separately with analysts and institutional investors as necessary. We refrain from communicating important information that has not been publicly disclosed during the Q&A segments of the briefing session and individual meetings. In general, new important information will first be announced on PR TIMES.

With regard to the rounding of numbers in this document, figures below the unit of millions of yen are rounded down (but rounded off to the first decimal place in cases where decimals are shown), while percentages (%) are rounded off to the first decimal place in general.

All opinions and forecasts contained in this document are the views of the Company as of the date on which the document was prepared, and the Company does not guarantee the accuracy of such information.

Please note that actual results, etc., may differ due to various factors.