

**JASDAQ**

July 30, 2020

For Immediate Release

Company name: SEPTENI HOLDINGS CO., LTD.

Representative: Representative Director, Group President and Chief Executive Officer

Koki Sato

(JASDAQ code: 4293)

SEPTENI HOLDINGS Announces Revision of FY2020 Consolidated Earnings Estimates

In the light of recent earnings trends and other factors, SEPTENI HOLDINGS announces that it has decided to revise the full-year earnings estimates for the fiscal year ending September 30, 2020 (October 1, 2019, to September 30, 2020) disclosed in the announcement of the business results for the second quarter of fiscal year ending September 30, 2019. The details are as follows.

1. Fiscal Year September 2020 Consolidated Earnings Estimates (October 1, 2019 to September 30, 2020)

	Revenue	Non-GAAP Operating profit	Profit for the period attributable to owners of the parent	Basic earnings per share
Forecast announced previously (A)	Million Yen 17,000	Million Yen 1,250	Million Yen 720	Yen 5.69
Forecast announced this time (B)	17,500	2,000	1,100	8.70
Increased/decreased amount (B-A)	500	750	380	—
Increase/decrease rate (%)	2.9	60.0	52.8	—
Results in previous year (Full FY Sep. 2019)	16,796	2,065	-547	-4.33

[Note] Non-GAAP operating profit refers to the profit indicator used to assess ordinary business conditions after adjustments are made to IFRS-based operating profit pertaining to temporary factors such as the impairment losses, and gains or losses on the sales of fixed assets.

2. Reasons for the Revision

As there are concerns over economic impact due to the expand of COVID-19 around the world and reduction of demand for advertisement due to the promote of self-restraint and depression on consumer behavior after the declaration of the state of emergency in the beginning of April, the Company revised the full-year earnings estimates disclosed on October 29, 2020, based on the most pessimistic scenario which was estimated on April 28, 2020.

Since then, the state of emergency was lifted, and economic activities are gradually resumed. The demand for advertising which was declining since late March hit the bottom in May and seems to have been recovering since June.

Moreover, the Company continues to recommend its employees to work from home after the state of emergency was lifted. Accordingly, cost management has progressed mainly for operating activity-related expenses.

As a result, the earnings estimates have been revised upward expecting to exceed the estimates that was revealed in the last announcement of business results.

The Company will continue to pursue new opportunities to make revenue centered on expanding demand through the acceleration of digital transformation, improve the management performance by cost management and build a management model that conforms to a post COVID-19 society. It makes efforts to achieve the earnings estimates and enhance corporate value.

[Note] The estimates cited above are based on the best information available at the time of their creation, and actual results may differ due to various unforeseen factors.

■Inquiries about this news release

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*Please contact us by e-mail for any inquiries as the employees work from home in the current situation of COVID-19 as of July 30, 2020.