



STANDARD
TOKYO

May 13, 2026

For Immediate Release

Company name: SEPTENI HOLDINGS CO., LTD.
Representative: Representative Director, Group President and Chief Executive Officer
Yuichi Kouno
(TSE Standard Code: 4293)

Notice Regarding Revision of Consolidated Financial Results Forecast for the Fiscal Year Ending December 31, 2026

SEPTENI HOLDINGS CO., LTD. (the “Company”) hereby announces that it has decided to revise its consolidated financial results forecast for the full year of the fiscal year ending December 31, 2026 (January 1, 2026 to December 31, 2026), which was previously disclosed at the time of the announcement of the financial results for the fiscal year ended December 31, 2025, in light of recent business trends and other factors.

There are no changes to the dividend of surplus to be paid during the fiscal year and the year-end dividend for the fiscal year ending December 31, 2026, as announced on April 21, 2026.

1. Consolidated Financial Results Forecast for the Full Year of the Fiscal Year Ending December 31, 2026 (January 1, 2026 – December 31, 2026)

	Revenue	Non-GAAP operating profit	Profit attributable to owners of parent	Basic earnings per share
	Million Yen	Million Yen	Million Yen	Yen
Previous forecast (A)	32,420	4,800	4,350	20.97
Revised forecast (B)	33,300	5,400	5,250	25.31
Change (B-A)	+880	+600	+900	—
Change (%)	+2.7	+12.5	+20.7	—
Results for the previous fiscal year (FY2025)	30,309	4,414	3,491	16.83
Year-on-year change (%)	+9.9	+22.3	+50.4	—

(Note) Non-GAAP operating profit is a profit indicator of constant business performance determined by excluding gain and loss related to acquisition actions such as amortization of acquisition-related intangible assets and M&A expenses, and temporary factors such as impairment loss and gain or loss on the sales of fixed assets from the IFRS-based operating profit.

2. Reasons for the Revision

In the consolidated financial results for the first quarter of the fiscal year ending December 31, 2026, announced today, the Company achieved revenue expansion across all segments—the Marketing Communication, the Direct Business, and the Data & Solutions—primarily driven by the expansion of transactions with existing clients and the acquisition of new clients in the Marketing Communication Segment. Furthermore, the results of the structural reforms promoted to date are beginning to bear fruit; as cost efficiency and productivity improvements through the company-wide utilization of AI have progressed steadily, the operating profit margin has improved significantly. In addition, the expansion of share of profit of investments accounted for using equity method also contributed to a substantial increase in profit attributable to owners of parent.

As a result, based on the significant growth in Non-GAAP operating profit and profit attributable to owners of parent mainly in the first quarter, as well as the current business environment, the Company now expects results to exceed the earnings forecast announced at the time of the financial results for the fiscal year ended December 31, 2025. Therefore, the Company has decided to upwardly revise its full-year earnings forecast.

With this revision, the Company now expects to achieve the Non-GAAP operating profit target of 5.4 billion yen—originally set for the fiscal year ending December 31, 2027, in the Medium-Term Management Plan announced in February 2026—one year ahead of schedule.

Regarding the business outlook for the second half of 2026, the Company does not currently anticipate any direct impact on its performance arising from uncertainties in the macro environment, including the global situation. On the other hand, the Company has adopted conservative assumptions at this stage, considering the possibility of indirect impacts on the overall advertising market due to factors such as economic slowdown or deteriorating consumption trends.

The Company will continue its efforts to improve profitability and productivity by building a lean business foundation for immediate growth, while striving to execute and promote various measures aimed at achieving “VISION 2030” and business growth over the medium to long term.

Regarding the revision of the three-year numerical targets in the Medium-Term Management Plan (FY2026-FY2028), the Company is currently conducting a careful review of future macro trends and business progress. The Company will promptly disclose any matters that require announcement.

(Note)

The forecast figures presented above are based on currently available information and are subject to significant uncertainty. Actual results may differ materially from these forecasts due to various factors.

■ Contact Information

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