



Septeni Holdings Co., Ltd.

Financial Results Briefing for Q2 FY2025/12

August 7, 2025

Event Summary

| | | |
|----------------------|---|---|
| [Company Name] | Septeni Holdings Co., Ltd. | |
| [Listed Market] | TSE | |
| [Stock Code] | 4293 | |
| [Event Language] | JPN | |
| [Event Type] | Earnings Announcement | |
| [Event Name] | FY2025 2nd Quarter Financial Results Briefing | |
| [Date] | August 7, 2025 | |
| [Number of Pages] | 27 | |
| [Venue] | Webcast | |
| [Number of Speakers] | 4 | |
| | Yuichi Kouno | Representative Director, Group President and Chief Executive Officer |
| | Yusuke Shimizu | Director, Group Executive Vice President and Executive Officer |
| | Kei Hatano | Group Senior Executive Officer |
| | Tei Go | Group Senior Executive Officer |

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

Presentation

Moderator: It is now time to begin the presentation of the financial results briefing of Septeni Holdings Co., Ltd. for FY2025 Q2.

Thank you very much for taking time out of your busy schedule to participate in our financial results briefing.

At today's meeting, Mr. Kouno, Group President and Chief Executive Officer, will first explain an overview of the financial results, and business topics. We will have a question-and-answer session after that. Please allow up to one hour. If there are any problems during the briefing, please contact the IR department address shown on the slide.

Let me now introduce our attendees. Mr. Yuichi Kouno, Representative Director, Group President and Chief Executive Officer. Mr. Yusuke Shimizu, Director, Group Executive Vice President and Executive Officer. Mr. Kei Hatano, Group Senior Executive Officer. Mr. Tei Go, Group Senior Executive Officer.

Now, Group President and Chief Executive Officer, Kouno, will explain. Please refer to the financial results briefing materials posted on our corporate website. In addition, a fact sheet is available in the IR Library of the corporate website as a supplemental material to the presentation materials. Please go ahead.

Kouno: I am Kouno, Representative Director, Group President and Chief Executive Officer, Septeni Holdings Co., Ltd. I will explain the financial results for FY2025 Q2.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

- 01 Consolidated Cumulative Second Quarter Earnings Overview**
- 02 Quarterly Consolidated Earnings Overview**
- 03 Marketing Communication Segment**
- 04 Direct Business Segment**
- 05 Data & Solutions Segment**
- 06 Progress Toward Earnings Forecast**
- 07 Appendix**

Download the fact sheet [here](#) (in xlsx format)

From FY2023, IP Platform Business has been reclassified as discontinued operations.

As a result, revenue, operating profit, and Non-GAAP operating profit for continuing operations are presented excluding discontinued operations.

Since the start of FY9/16, IFRS has been applied instead of the previous J-GAAP.

Conventional "net sales" are voluntarily disclosed as reference information, while "revenue" is disclosed as an indicator based on IFRS. Revenue from advertising agency sales, which account for the majority of the Marketing Communication Segment and Direct Business Segment, are recorded on a net basis only for the margin portion.

"Non-GAAP operating profit" is voluntarily disclosed in order to appropriately express the actual state of the business. It refers to the profit indicator to assess ordinary business conditions after adjustments are made to IFRS-based operating profit pertaining to gain and loss related to acquisition actions such as amortization of acquisition-related intangible assets and M&A expenses, and temporary factors such as share-based compensation expenses, the impairment loss, and gain or loss on the sales of fixed assets.

Figures in this material are rounded to the nearest unit.

The second page is the agenda for today.

First, I will begin by presenting a summary of our consolidated financial results for FY2025 H1. Next, I'll provide an explanation of the consolidated financial results for FY2025 Q2, followed by an overview of the business performance for each segment. Finally, I will discuss the progress made towards this fiscal year's earnings forecast as of the end of Q2.

FY2025 H1 Results

- With the strong performance in Q1, the revenue contribution from the Direct Business Segment in Q2, and an improved revenue to net sales ratio, achieved **increased revenue and profit** in H1. Progress toward the full-year forecast also exceeded 50%, indicating solid progress.
- **Profit from continuing operations also increased YoY**, excluding the one-time gain from the sale of a portion of a subsidiary's shares recorded in the previous fiscal year.

FY2025 H2 Outlook

- At the halfway point of the fiscal year, with new client acquisitions/existing client expansions through both organic efforts and Dentsu collaboration, the outlook is for solid performance in H2, aligning well with the full-year earnings forecast.
- Aiming for full-year revenue and profit growth through continued top-line expansion (existing project growth and new client acquisition), controlled recruitment, improved productivity, and the execution of **Focus & Synergy** strategies, all towards achieving the earnings forecast.

Page 3 is an executive summary.

The key points are our FY2025 H1 results and H2 outlook.

Regarding the H1 results overview, revenue grew by 8.7% YoY, and Non-GAAP operating profit increased by 16.8% YoY. Revenue and Non-GAAP operating profit have both exceeded 50% of the full-year forecast, showing steady progress. Furthermore, profit from continuing operations has increased YoY, excluding the one-time gain from the sale of a portion of a subsidiary's shares that occurred in the previous fiscal year.

The second point is the FY2025 H2 outlook.

For the current outlook for H2 and the full fiscal year, we anticipate continued solid growth driven by the expansion of existing projects and new projects acquisitions, both organically and through our Dentsu collaboration. We feel confident that we are well on track to achieve our earnings forecast. Moving forward, we will continue to focus on realizing top-line growth and aiming for increased revenue and profit for the full year, centered on our medium-term theme Focus & Synergy, to ensure we meet our performance targets.

That concludes the Executive Summary.

Now, let's move on to the details. The first agenda is the review for FY2025 H1.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

05 FY2025/2Q (Jan-Jun) Highlights



- **Revenue and Non-GAAP operating profit increased YoY**, with progress toward the earnings forecast exceeding 50%, indicating steady advancement.
- Successful initiatives to improve the revenue to net sales ratio led to revenue growth outpacing sales, and Non-GAAP operating profit also achieved double-digit growth.

| | Value | YoY | Progress toward earnings forecast |
|---|----------------------------|-----------|-----------------------------------|
| Revenue | ¥15,207mn | +8.7% | 50.2% |
| Non-GAAP operating profit | ¥2,065mn | +16.8% | 51.6% |
| Profit attributable to owners of parent | ¥1,856mn | -53.7% | 48.8% |
| Earnings per share (EPS) | ¥8.95 | ¥-10.38 | - |
| [Reference] | Net sales | ¥75,389mn | +2.4% |
| | Revenue to net sales ratio | 20.2% | +1.2Pt |

Page 5 is a consolidated financial highlight for H1.

As mentioned at the beginning, revenue was ¥15.2 billion, an 8.7% increase YoY, and Non-GAAP operating profit was approximately ¥2.07 billion, up 16.8% from the previous year. We're also on track with our full-year earnings forecast, with both revenue and Non-GAAP operating profit exceeding 50% of our targets, showing solid progress.

Furthermore, our efforts to improve revenue to net sales ratio are gradually paying off. This improvement has resulted in our revenue growth outpacing our net sales growth in H1, enabling us to achieve a double-digit increase in Non-GAAP operating profit.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

06 FY2025/2Q (Jan–Jun) Highlights (By business segment)



- Marketing Communication: Revenue and profit increased, progressing smoothly against plan.
- Direct Business: Revenue and profit grew significantly, primarily driven by the expansion of offline advertising projects.
- Data & Solutions : Revenue decreased due to the conclusion of some projects in Q1, but profit increased.

| | (unit: ¥mn) | 2Q/FY2024 (Jan–Jun) | 2Q/FY2025 (Jan–Jun) | YoY | Progress toward earnings forecast |
|----------------------------|---------------------------|------------------------|------------------------|--------|--------------------------------------|
| Marketing Communication | Revenue | 10,156 | 10,903 | +7.4% | 50.5% |
| | Non-GAAP operating profit | 2,490 | 2,779 | +11.6% | 52.4% |
| | [Reference] Net sales | 62,495 | 64,101 | +2.6% | – |
| Direct Business | Revenue | 2,341 | 3,169 | +35.4% | 54.6% |
| | Non-GAAP operating profit | 540 | 607 | +12.4% | 50.5% |
| | [Reference] Net sales | 9,764 | 10,841 | +11.0% | – |
| Data & Solutions | Revenue | 1,576 | 1,551 | –1.5% | 45.6% |
| | Non-GAAP operating profit | 235 | 250 | +6.3% | 49.9% |

Page 6 shows the financial highlights for each segment.

The Marketing Communication Segment saw both increased revenue and profit and is progressing steadily according to plan.

The Direct Business Segment significantly grew its revenue and profit, driven primarily by an expansion in offline projects.

Although the Data & Solutions Segment experienced a revenue decrease due to the completion of some projects, it landed with an increase in Non-GAAP operating profit.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

07 FY2025/2Q (Jan-Jun) Consolidated Income Statement



Profit from continuing operations secured an increase, excluding the prior fiscal year's one-time gain from the sale of a portion of a subsidiary's shares.

| (unit: ¥mn) | 1Q/FY2025 (Jan-Jun) | | | | 1Q/FY2024 (Jan-Jun) | | |
|--|---------------------|--------------------|------------------|--------|---------------------|--------------------|------------------|
| | Value | Ratio to net sales | Ratio to revenue | YoY | Value | Ratio to net sales | Ratio to revenue |
| Revenue | 15,207 | 20.2% | 100.0% | +8.7% | 13,989 | 19.0% | 100.0% |
| Gross profit | 11,549 | 15.3% | 75.9% | +2.3% | 11,288 | 15.3% | 80.7% |
| SG&A expenses | 9,522 | 12.6% | 62.6% | -0.6% | 9,577 | 13.0% | 68.5% |
| Non-GAAP operating profit | 2,065 | 2.7% | 13.6% | +16.8% | 1,767 | 2.4% | 12.6% |
| Operating profit | 2,024 | 2.7% | 13.3% | +16.2% | 1,742 | 2.4% | 12.5% |
| Equity in earnings of affiliates, etc. | 697 | 0.9% | 4.6% | -9.7% | 772 | 1.0% | 5.5% |
| Profit from continuing operations | 1,852 | 2.5% | 12.2% | +4.0% | 1,781 | 2.4% | 12.7% |
| Profit from discontinued operations | — | — | — | — | 2,210 | — | — |
| Profit attributable to owners of parent | 1,856 | 2.5% | 12.2% | -53.7% | 4,005 | 5.4% | 28.6% |
| [Reference] Net sales | 75,389 | 100% | — | +2.4% | 73,610 | 100% | — |

Page 7 shows the consolidated income statement for H1. Since I've already explained top-line revenue and operating profit in the highlights, I'd like to touch on the items below operating profit.

In the previous fiscal year, we recorded ¥2.2 billion as profit from discontinued operations due to the gain on the sale of a portion of our shares in COMISMA INC. Profit attributable to owners of parent for H1 was ¥1.86 billion, a decrease of nearly 50% YoY. However, excluding the one-off factors such as the sale of COMISMA shares, profit from continuing operations was ¥1.852 billion, an increase of 4% YoY.

Contact Information

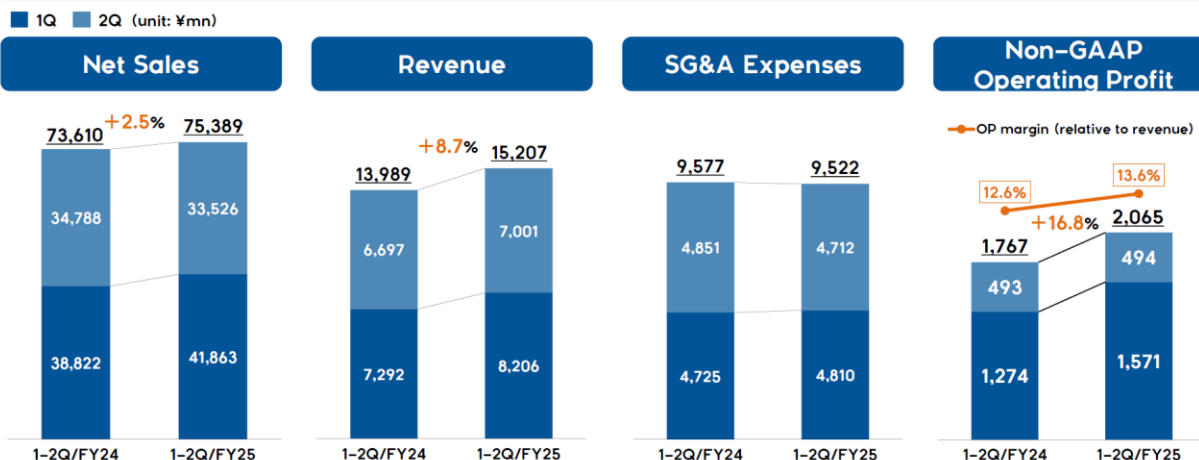
IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

08 FY2025/2Q (Jan–Jun) Consolidated Earnings Trends



Revenue growth and SG&A control led to a double-digit increase in Non-GAAP operating profit of **+16.8%**, with operating profit margin also improving by **+1.0Pt** YoY.



*In FY2024 Q1, the results of the IP Platform Business were reclassified as discontinued operations.

Page 8 shows the consolidated earnings trends for H1.

By controlling the increase in selling, general, and administrative expenses while growing each of our segments, we successfully expanded net sales and revenue. This resulted in a 16.8% increase in Non-GAAP operating profit YoY, marking double-digit growth. Additionally, we were able to improve our Non-GAAP operating profit margin by 1.0 percentage point compared to the previous fiscal year.

Moving on to the second item on the agenda. From here, I will provide an overview of the consolidated financial results for Q2.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

10 FY2025/2Q (Apr–Jun) Consolidated Income Statement



- Despite a YoY net sales decrease due to certain client impacts in the Marketing Communication Segment, recorded revenue growth driven by an improved revenue to net sales ratio.
- Achieved YoY Non-GAAP operating profit growth, primarily driven by increased profits in the Direct Business Segment and Data & Solutions Segment.

| (unit: ¥mn) | 2Q/FY2025 | | | | 2Q/FY2024 | | |
|--|---------------|--------------------|------------------|--------|-----------|--------------------|------------------|
| | Value | Ratio to net sales | Ratio to revenue | YoY | Value | Ratio to net sales | Ratio to revenue |
| Revenue | 7,001 | 20.9% | 100.0% | +4.5% | 6,697 | 19.3% | 100.0% |
| Gross profit | 5,186 | 15.5% | 74.1% | -2.3% | 5,306 | 15.3% | 79.2% |
| SG&A expenses | 4,712 | 14.1% | 67.3% | -2.9% | 4,851 | 13.9% | 72.4% |
| Non-GAAP operating profit | 494 | 1.5% | 7.1% | +0.0% | 493 | 1.4% | 7.4% |
| Operating profit | 467 | 1.4% | 6.7% | -3.1% | 482 | 1.4% | 7.2% |
| Equity in earnings of affiliates, etc. | 155 | 0.5% | 2.2% | -0.8% | 157 | 0.5% | 2.3% |
| Profit attributable to owners of parent | 332 | 1.0% | 4.7% | -35.8% | 516 | 1.5% | 7.7% |
| [Reference] Net sales | 33,526 | 100% | — | -3.6% | 34,788 | 100% | — |

Page 10 shows the consolidated income statement for Q2.

Due to certain client impacts in the Marketing Communication Segment, net sales slightly declined by 3.6% YoY. However, as a result of our initiatives from the previous fiscal year, we were able to improve our revenue to net sales ratio, landing with revenue of ¥7 billion, a 4.5% increase YoY. Furthermore, driven by increased profits in the Direct Business Segment and Data & Solutions Segment, the entire group was able to secure a YoY increase in Non-GAAP operating profit.

Contact Information

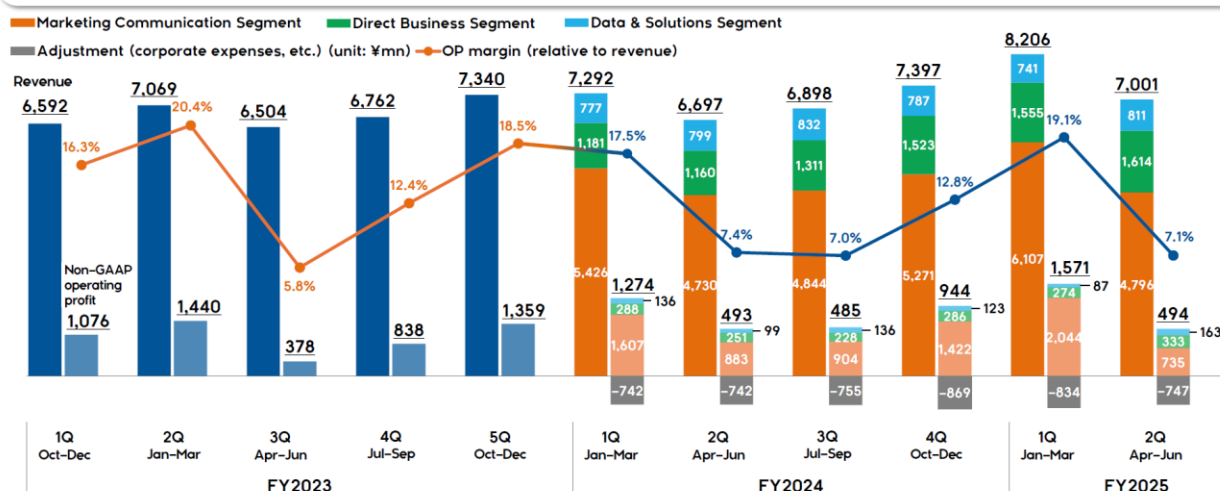
IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

11 Quarterly Trend of Consolidated Earnings (After reclassification of discontinued operations)



Secured revenue and profit growth YoY, driven by the Direct Business Segment's contribution, despite some client impacts in the Marketing Communication Segment.



*As the elimination of intersegment revenue is omitted, the total of each business revenue and consolidated revenue (underlined figures) do not coincide.

Page 11 shows the quarterly performance trend by segment. The quarterly results following the segment changes have been retroactively adjusted only for FY2024. Therefore, the results for FY2023 are presented on a consolidated basis.

Despite a decrease in business with some clients in the Marketing Communication Segment, we secured both increased revenue and profit YoY, thanks to the contribution from the Direct Business Segment.

Contact Information

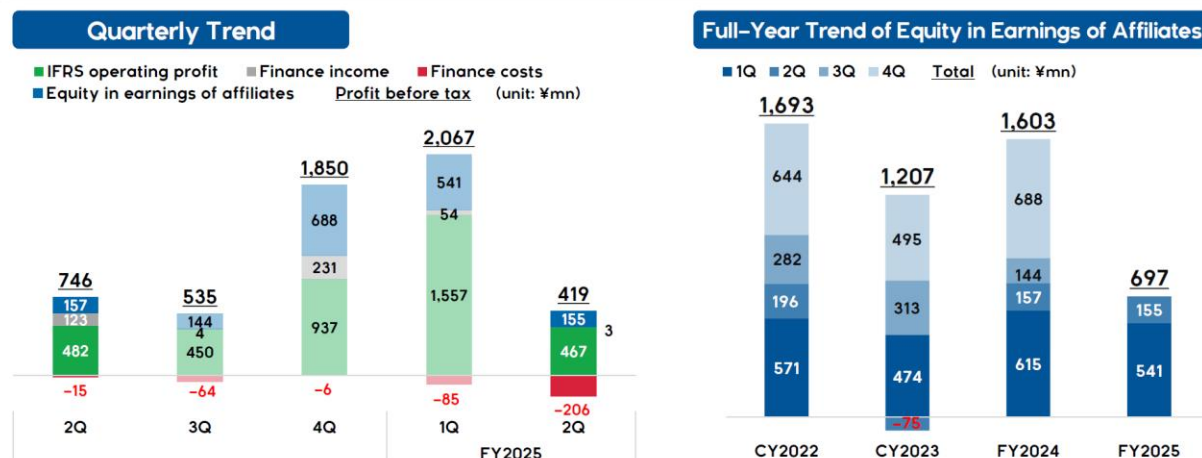
IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

12 Quarterly Trend of Consolidated Profit Before Tax (After reclassification of discontinued operations)



Equity in earnings of affiliates from Dentsu Digital have progressed steadily,
consistent with seasonality.



Page 12 shows the breakdown of profit before tax and the cumulative trend of equity in earnings of affiliates.

Regarding equity in earnings of affiliates, centered on Dentsu Digital, we recorded ¥155 million, showing steady progress in line with seasonal trends.

Contact Information

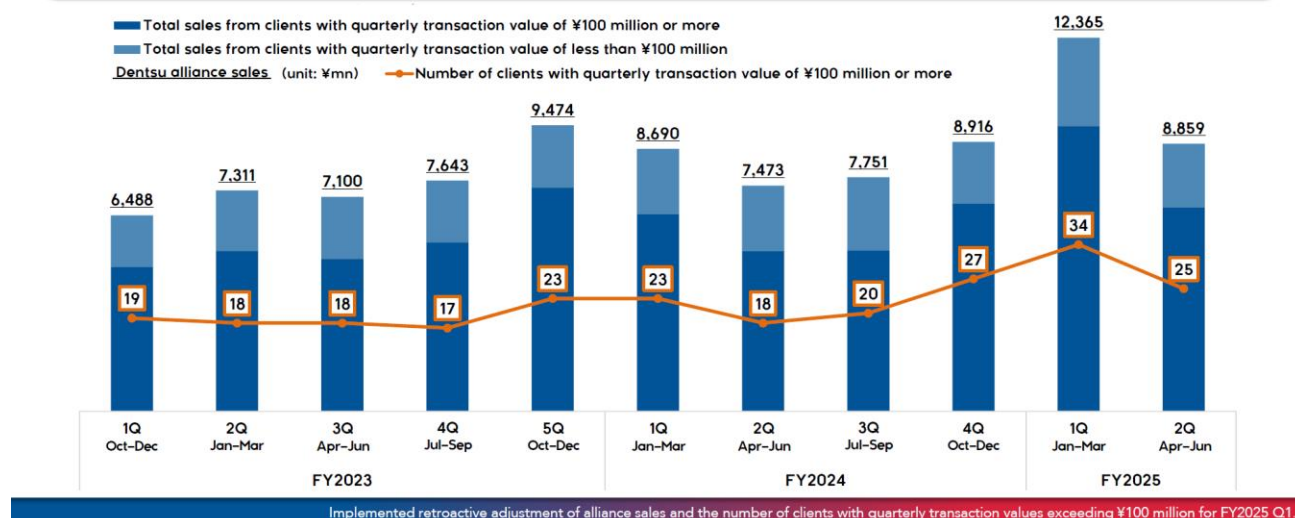
IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

13 Progress on Business Alliance with Dentsu Group



Both the number of clients with quarterly transaction values exceeding ¥100 million and their transaction amounts increased YoY. As a result, alliance sales expanded steadily, up **+18.6% YoY**.



Page 13 provides an update on the progress of our business alliance with Dentsu Group.

The bar graph shows the total sales generated through the Dentsu collaboration. The dark blue portion represents the total sales from large clients with quarterly transaction values exceeding ¥100 million, while the light blue portion represents the total sales from clients with quarterly transaction values of less than ¥100 million. The orange line graph indicates the number of clients with quarterly transaction values exceeding ¥100 million for each quarter.

In this quarter, the number of clients with quarterly transaction values exceeding ¥100 million increased by 7 companies compared to the previous year. As a result, the alliance sales also expanded steadily to ¥8.86 billion, an 18.6% increase YoY.

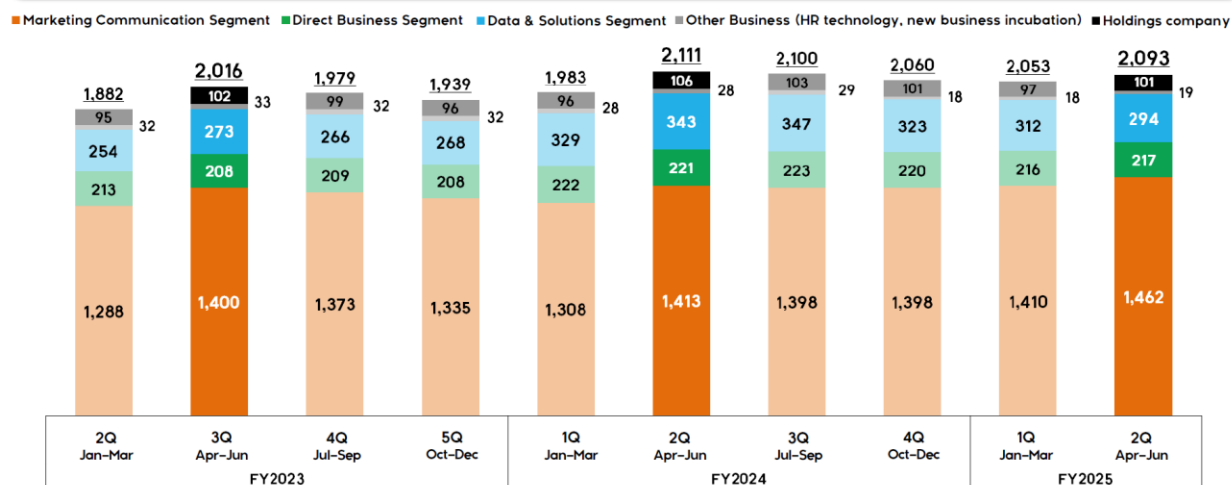
Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

14 Workforce Size Trend

81 new graduates joined in April.
Aiming for early productivity improvement by controlling hiring numbers.



*Employees in the IP Platform business have been excluded from the number of employees on a consolidated basis due to the reclassification of discontinued operations.
 *Implemented retroactive adjustment of Direct Business segment employee headcount from FY2024/4Q onwards.

Moving on to page 14, which shows the trend of consolidated employee numbers.

In April, 81 new employees joined our group. To achieve a V-shaped recovery this term, improving productivity is one of our top priorities. Therefore, we will focus on mid-career hires, which allow us to flexibly manage our headcount in line with business performance. We will monitor the progress of our business performance and strive to improve productivity.

Moving on to the third item on the agenda. From here, I will provide an overview of each segment. Let's start with the Marketing Communication Segment.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

16 Marketing Communication Segment Earnings Overview



Secured revenue growth through new project acquisitions, primarily driven by organic efforts and Dentsu collaboration, despite impacts from some major clients.

| (unit: ¥mn) | 2Q/FY2025 | | | | 2Q/FY2024 | | |
|----------------------------------|---------------|--------------------|------------------|--------|-----------|--------------------|------------------|
| | Value | Ratio to net sales | Ratio to revenue | YoY | Value | Ratio to net sales | Ratio to revenue |
| Revenue | 4,796 | 17.3% | 100.0% | +1.4% | 4,730 | 16.1% | 100.0% |
| Gross profit | 3,833 | 13.9% | 79.9% | -2.4% | 3,928 | 13.3% | 83.0% |
| SG&A expenses | 3,104 | 11.1% | 64.7% | +1.8% | 3,050 | 10.4% | 64.5% |
| Non-GAAP operating profit | 735 | 2.7% | 15.3% | -16.8% | 883 | 3.0% | 18.7% |
| [Reference] Net sales | 27,649 | 100.0% | — | -6.0% | 29,426 | 100.0% | — |

Page 16 shows the business overview for the Marketing Communication Segment.

Despite a decline in business with some large clients, we successfully acquired new clients through both organic efforts and the Dentsu collaboration. As a result, we secured a 1.4% YoY increase in revenue, reaching approximately ¥4.8 billion.

Contact Information

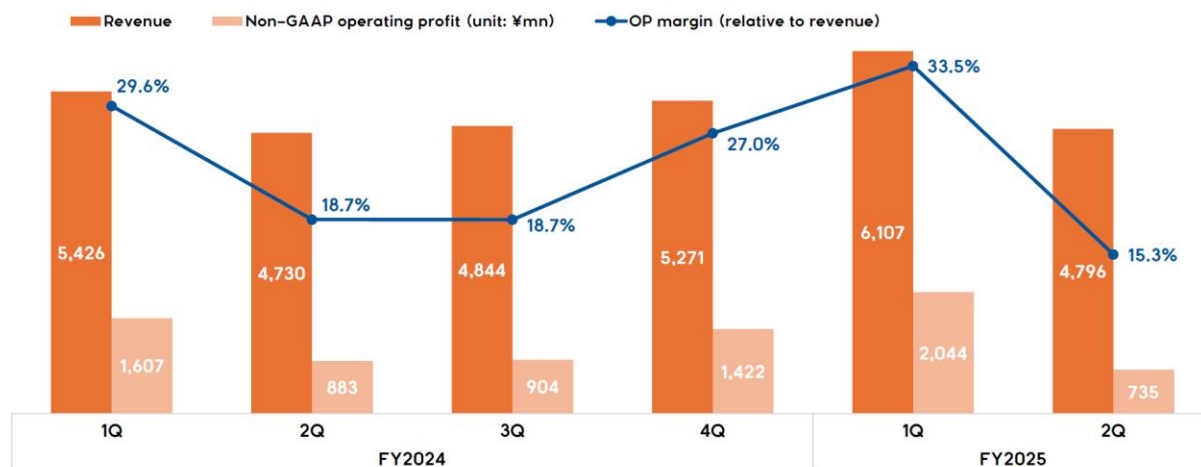
IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

17 Marketing Communication Segment Quarterly Earnings Trend



Secured revenue growth through new client acquisition and existing client expansion, yet recorded a profit decrease due to costs including new graduate hiring. Conversely, anticipate increased revenue and profit in Q3 by driving new client acquisition and existing client expansion.



Page 17 presents the quarterly performance trend for the Marketing Communication Segment. The post-change segment results are shown for the last six quarters.

While we successfully secured a revenue increase this quarter, a temporary decrease in profit occurred due to rising costs, primarily from new graduate hires. However, we expect to see an increase in both revenue and profit in Q3, driven by the continued acquisition of new projects and the expansion of existing ones. We are therefore maintaining solid momentum.

Contact Information

IR Department, CEO Office

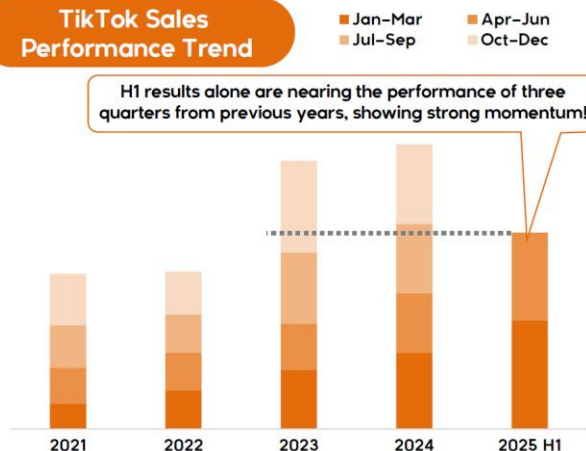
Email: ir@septeni-holdings.co.jp

Launched store opening support services for TikTok Shop, coinciding with the launch of TikTok Shop in Japan, which enables in-app product purchases and sales.

Key Initiatives to Date

- 2018 Established "TikTok LAB," a specialized team, alongside the launch of early test deliveries for TikTok's programmatic ads.
- 2019 Recognized as the sole (at the time) domestic recipient of the highest honor, Platinum Partner in the Performance Category, Corporate Division, at the "TikTok Ads Award 2019."
- 2023 Jointly received the top award, Platinum in the Overall Category, at the "TikTok for Business Japan Agency Awards 2023" with Dentsu Digital and CCI.
- 2025 Awarded Best Performance Award and the Short Video Development Department received the Best Planning Award at the "TikTok for Business Japan Agency Awards 2025."

TikTok Sales Performance Trend



Page 18 covers the topic for the Marketing Communication Segment.

Effective from the end of June, "TikTok Shop," a new feature that allows for product purchases and sales within the TikTok app, has launched in Japan. In response, we have begun offering a TikTok Shop store opening support service.

We are currently receiving many inquiries about this service. In light of this, I would like to briefly introduce our past initiatives regarding TikTok. We established a specialized in-house TikTok team in 2018 and have since received multiple awards from TikTok. Our sales performance has been expanding steadily, and we're experiencing rapid growth this term. Our H1 results alone are nearly on par with the combined three-quarter results of the past two fiscal years.

Moving forward, we plan to continue strengthening our support system for commerce marketing, including TikTok.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

Combining Septeni Ad Creative's vertical virtual production with group-wide AI solutions to produce high-performing vertical video ad creatives.

Vertical Virtual Production

- Virtual production: A shooting method that projects backgrounds onto an LED display.
- ➔ Established an in-house studio specialized in vertical video, enabling the shooting of a large volume of content in a short time, while reducing man-hours and costs.



odd.AI

- Utilize AI to predict ad effectiveness, allowing for the identification of high-impact background materials before or during shooting.



AI image generation

- Generate and stock background materials using generative AI, shortening the time from planning to shooting.



FUKURO AI

- Mass produce high-performing creatives through face swap technology provided by Delight Tube, Inc.

On page 19, I'd like to talk about how we're leveraging generative AI in the Marketing Communication Segment.

Currently, our creative arm, Septeni Ad Creative, has been focusing on innovating the operational process for creating high-performing vertical videos. They are doing this by combining virtual production for vertical videos with various AI solutions. Specifically, they have established a system for creating a large volume of highly effective creative assets. This involves predicting ad performance before and during shooting, using generative AI to create and stock background materials to streamline the shooting process and save time.

This creative production project is just one example of our AI initiatives. We'll continue to incorporate AI into every marketing support process to improve the value we provide to our clients.

Moving on to the fourth item on the agenda, I will provide an overview of the Direct Business Segment.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

21 Direct Business Segment Earnings Overview



Projects centered on offline advertising expanded, resulting in significant revenue and profit growth, with revenue up **+39.2%** and Non-GAAP operating profit up **+32.4%** YoY.

| (unit: ¥mn) | 2Q/FY2025 | | | | 2Q/FY2024 | | |
|----------------------------------|--------------|--------------------|------------------|--------|-----------|--------------------|------------------|
| | Value | Ratio to net sales | Ratio to revenue | YoY | Value | Ratio to net sales | Ratio to revenue |
| Revenue | 1,614 | 28.6% | 100.0% | +39.2% | 1,160 | 25.1% | 100.0% |
| Gross profit | 923 | 16.3% | 57.2% | +11.7% | 826 | 17.9% | 71.2% |
| SG&A expenses | 603 | 10.7% | 37.4% | +3.1% | 585 | 12.7% | 50.5% |
| Non-GAAP operating profit | 333 | 5.9% | 20.6% | +32.4% | 251 | 5.4% | 21.7% |
| [Reference] Net sales | 5,651 | 100.0% | — | +22.3% | 4,619 | 100.0% | — |

Page 21 shows the business overview for this segment.

In this quarter, we achieved a significant revenue increase, with revenue reaching ¥1.61 billion, up 39.2% YoY. Non-GAAP operating profit also landed at approximately ¥330 million, a substantial 32.4% increase from the previous year. The segment concluded the quarter with both increased revenue and profit.

Contact Information

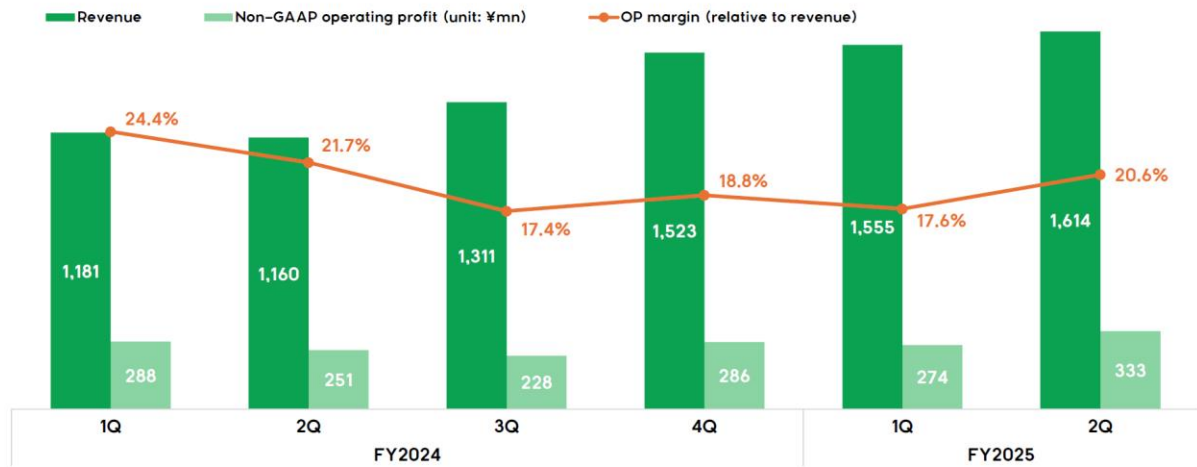
IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

22 Direct Business Segment Quarterly Earnings Trend



Both revenue and profit increased YoY and QoQ. Non-GAAP operating profit margin has also gradually improved since bottoming out in FY2024 Q3, when production costs began to rise.



Page 22 shows the quarterly performance trend for the Direct Business Segment.

We ended the quarter with increased revenue and profit on both a YoY and QoQ basis. Non-GAAP operating profit margin has also been gradually improving since hitting a low in Q3 of FY2024, when production costs began to increase.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

23 Direct Business Segment Topic



To strengthen the D2C business, signed a capital and business alliance agreement with a food tech company AuB Inc. Jointly promoting product development and enhancing marketing efforts.

Alliance Goal

Strengthening our D2C initiatives by collaborating with clients on product development and managing sales on their behalf, developing and selling private brand products, and launching new businesses in partnership with external collaborators in the Direct Business Segment.

dentsu direct

Expertise and competitive advantage in the D2C TV shopping and e-commerce market

AuB Inc.

Product development based on scientific evidence

Alliance Collaboration Examples

- Product development combining the knowledge of both companies
- Expanded sales leveraging the direct marketing capabilities of our group
- Development of data-driven solutions by combining AuB's data with our data analysis and utilization know-how

Page 23 highlights topic for the Direct Business Segment.

We have signed a capital and business alliance with AuB Inc., a food tech company, to strengthen our Direct-to-Consumer (D2C) business. Together, we are accelerating joint product development and enhancing our marketing efforts. Moving forward, we plan to create synergies by working with AuB to expand sales through stronger marketing and to develop new products and solutions that combine our respective expertise and knowledge.

That concludes the topic for the Direct Business Segment.

Moving on to the fifth agenda item. I will provide an overview of the Data & Solutions Segment.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

25 Data & Solutions Segment Earnings Overview



Revenue increased due to the growth of new development projects.
With the improved gross profit margin, profit surged by **+64.7% YoY**.

| (unit: ¥mn) | 2Q/FY2025 | | | 2Q/FY2024 | |
|----------------------------------|------------|--------|--------|-----------|--------|
| | Value | Ratio | YoY | Value | Ratio |
| Revenue | 811 | 100.0% | +1.5% | 799 | 100.0% |
| Gross profit | 521 | 64.3% | +14.8% | 454 | 56.8% |
| SG&A expenses | 359 | 44.2% | +1.0% | 355 | 44.5% |
| Non-GAAP operating profit | 163 | 20.1% | +64.7% | 99 | 12.4% |
| [Reference] Net sales | 811 | 100.0% | +1.5% | 799 | 100.0% |

Page 25 shows the business overview for the Data & Solutions Segment.

Due to an increase in new development projects, revenue grew to ¥810 million, a 1.5% increase YoY. Furthermore, thanks to improved gross profit margin and optimized staffing, Non-GAAP operating profit saw a significant increase to ¥160 million, up 64.7% YoY. As a result, the segment concluded the quarter with both increased revenue and profit.

Contact Information

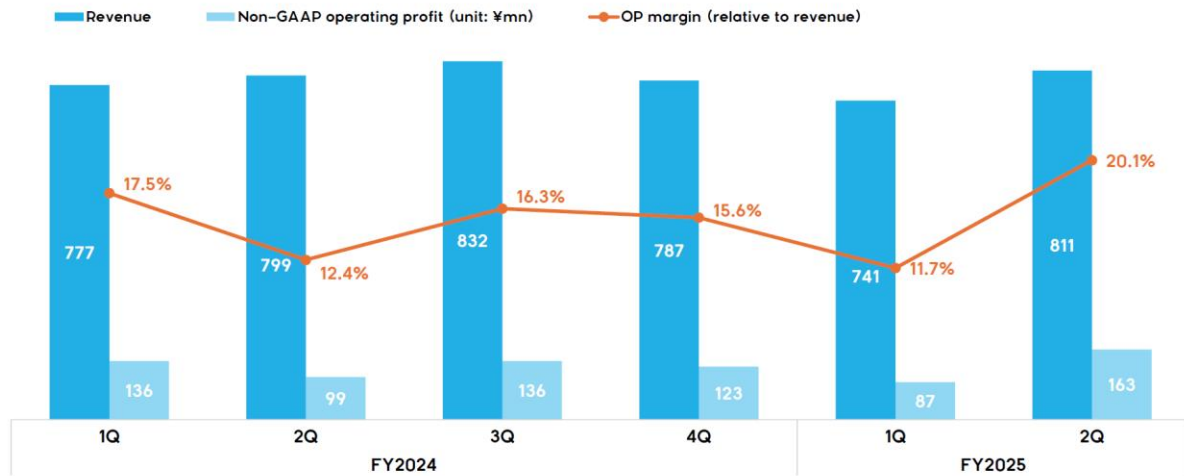
IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

26 Data & Solutions Segment Quarterly Earnings Trend



To improve productivity, optimized headcount primarily at overseas bases, significantly improving Non-GAAP operating profit margin.



Page 26 shows the quarterly performance trend for the Data & Solutions Segment.

To improve productivity, we optimized our workforce, primarily at our overseas locations. As a result, our Non-GAAP operating profit margin has significantly improved.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

Launched ADPILOT, an automated display advertising operation system, leveraging FLINTERS' extensive expertise and technological capabilities in advertising automation.

Customer Challenges

- Ad operation tasks are person-dependent.
- Human resources are insufficient to cover off-hour operations (e.g., weekends, late nights).
- Comprehensive understanding and management across multiple ad platforms is challenging.

ADPILOT

1. High-frequency automated operations every 30 minutes, 24/7
2. Systematization of advanced operational logic and decision-making criteria from experienced in-house advertising operators
3. Unified management of multiple ad platforms and flexible rule configuration



Supports maximizing advertising performance and streamlining operational tasks, ultimately contributing to clients' marketing DX initiatives and sustainable business growth.



Page 27 highlights the topic for the Data & Solutions Segment.

Beginning this June, our development arm, FLINTERS, has launched "ADPILOT," a display ad operation automation system. The system is built upon their extensive expertise and technological capabilities in automating ad operations.

This solution identifies a company's "winning patterns" in display advertising, translates them into automated rules, and uses them to both maximize ad performance and streamline operations. Ultimately, it's designed to accelerate our clients' marketing DX.

While we continue to support large advertisers through our Marketing Communication and Direct Business segments in the steadily growing internet ad market, the market for small and medium-sized advertisers is also showing steady growth. We aim to support these businesses through our new solution.

Finally, I will explain the progress toward our earnings forecast.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

29 Full-Year Earnings Forecast for FY12/2025

(Consolidated, Re-presented)



Aiming for a V-shaped recovery by achieving increased revenue and a return to profit growth through improved profitability and productivity.

| (unit: ¥mn) | FY2024 results | FY2025 estimates | Projected growth rate (YoY) |
|---|----------------|------------------|-----------------------------|
| Revenue | 28,284 | 30,300 | +7.1% |
| Non-GAAP operating profit | 3,197 | 4,000 | +25.1% |
| Profit attributable to owners of parent | 5,526 | 3,800 | -31.2% |
| Continuing operations only | 3,303 | | +15.0% |
| Earnings per share (EPS) (¥) | 26.65 | 18.32 | -8.33 |
| Continuing operations only | 15.93 | | +2.39 |
| Net sales | 145,996 | 153,000 | +4.8% |
| Revenue to net sales ratio | 19.4% | 19.8% | +0.4pt |

Page 29 reiterates our full-year earnings forecast for the fiscal year ending December 2025.

We are targeting revenue of ¥30.3 billion, Non-GAAP operating profit of ¥4 billion, and profit attributable to owners of parent of ¥3.8 billion for this fiscal year. The entire group is committed to achieving increased revenue and profit through improvements in profitability and productivity.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

30 Full-Year Earnings Forecast for FY12/2025

(By business segment, Re-presented)



Aiming to achieve increased revenue and profit through growth centered on the Marketing Communication Segment, momentum recovery in the Direct Business Segment, and steady growth in the Data & Solutions Segment.

| (unit: ¥mn) | Revenue | | | Non-GAAP operating profit | | | |
|-------------------------|----------------|------------------|--------|---------------------------|------------------|--------------------------------------|--------|
| | FY2024 results | FY2025 estimates | YoY | FY2024 results | FY2025 estimates | Operating profit margin (to revenue) | YoY |
| Marketing Communication | 20,271 | 21,600 | +6.6% | 4,817 | 5,300 | 24.5% | +10.0% |
| Direct Business | 5,175 | 5,800 | +12.1% | 1,054 | 1,200 | 20.7% | +13.8% |
| Data & Solutions | 3,195 | 3,400 | +6.4% | 494 | 500 | 14.7% | +1.3% |
| Other Business | 832 | 500 | -39.9% | -59 | 0 | - | (+59) |
| Elimination, Corporate | -1,188 | -1,000 | - | -3,109 | -3,000 | - | - |
| Consolidated | 28,284 | 30,300 | +7.1% | 3,197 | 4,000 | 13.2% | +25.1% |

*FY2024 results for each business are for reference only.

Page 30 reiterates the earnings forecasts by segment.

We are planning revenue growth across all three segments: Marketing Communication, Direct Business, and Data & Solutions.

In terms of Non-GAAP operating profit, we plan to achieve profit growth in all three segments through cost control measures and other initiatives and will drive forward each business accordingly.

Contact Information

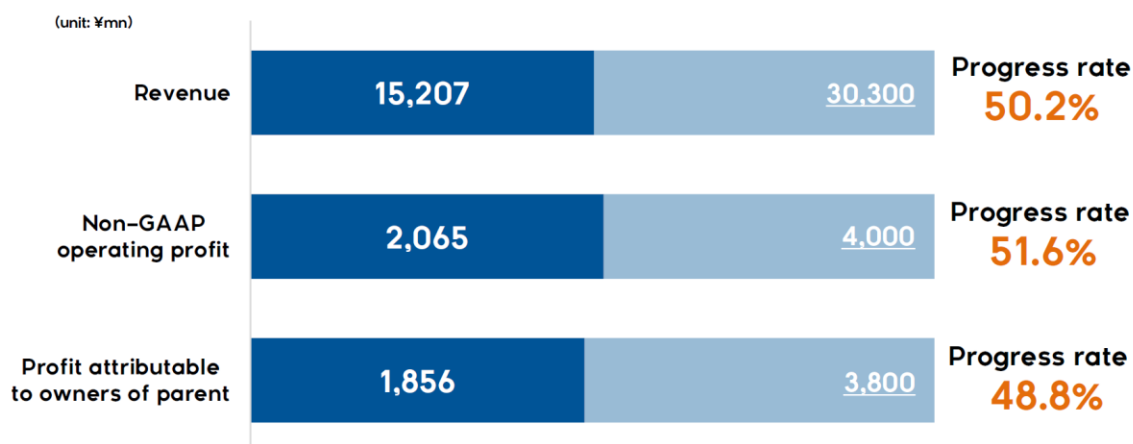
IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

31 Progress Toward Earnings Forecast (Consolidated)



Progress rate at the end of H1 is approximately 50%, indicating steady advancement.
To achieve the earnings forecast, efforts will continue to accumulate profit through
top-line growth, improved profitability, and enhanced productivity.



Page 31 shows the progress toward our earnings forecast as of the end of Q2.

We have made steady progress towards our goal of increased revenue and profit for this fiscal year, with both revenue and Non-GAAP operating profit at around 50% of the full-year forecast as of the end of H1.

Moving into H2, we will continue our efforts to accumulate profit by creating top-line growth and improving both profitability and productivity.

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp

32 Progress Toward Earnings Forecast (By business segment)

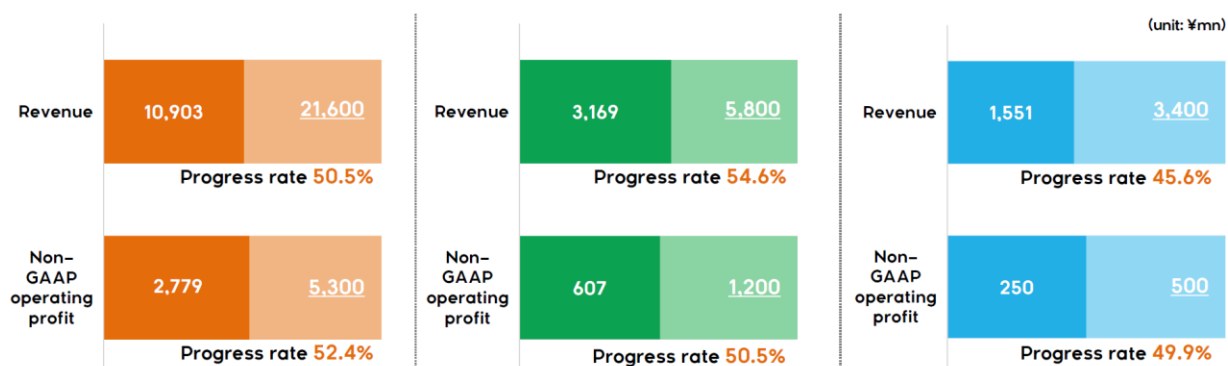


Each segment is progressing smoothly in line with its plan.

Marketing Communication Segment

Direct Business Segment

Data & Solutions Segment



Page 32 shows the progress toward the earnings forecast by segment.

All segments are progressing smoothly and according to plan, so we will continue to work toward achieving our full-year earnings forecast.

This concludes my presentation of the financial results for FY2025 Q2.

We remain committed to achieving a V-shaped recovery this fiscal year by continuing revenue growth and returning to operating profit growth.

We appreciate your continued support for our group. Thank you for your time today.

[END]

Contact Information

IR Department, CEO Office

Email: ir@septeni-holdings.co.jp