



Septeni Holdings Co., Ltd.

Financial Results Briefing for Q1 FY2026

May 13, 2026

Event Summary

[Company Name]	Septeni Holdings Co., Ltd.	
[Listed Market]	TSE	
[Stock Code]	4293	
[Event Language]	JPN	
[Event Type]	Earnings Announcement	
[Event Name]	Financial Results Briefing for Q1 FY2026	
[Date]	May 13, 2026	
[Number of Pages]	26	
[Venue]	Webcast	
[Number of Speakers]	4	
	Yuichi Kouno	Representative Director, Group President and Chief Executive Officer
	Yusuke Shimizu	Director, Group Senior Executive Officer, Chief Product Officer (CPO)
	Tei Go	Group Senior Executive Officer, Chief Strategy Officer (CSO)
	Kei Hatano	Group Senior Executive Officer, Chief Financial Officer (CFO)

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Presentation

Moderator: It is now time to begin the presentation of the financial results briefing of Septeni Holdings Co., Ltd. for Q1 FY2026.

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 Senior Executive Officer, and Chief Product Officer. Mr. Tei Go, Group Senior Executive Officer and Chief Strategy Officer. Mr. Kei Hatano, Group Senior Executive Officer and Chief Financial Officer. Now, Kouno will explain. Please refer to the financial results briefing materials posted on our corporate website. 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 Q1 FY2026.

Contact Information

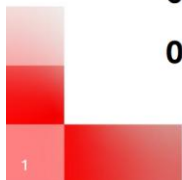
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Download the fact sheet [here](#) (in xlsx format)

A decorative graphic consisting of several red and white squares of varying sizes, arranged in a stepped pattern.

The first page is the agenda for today.

First, in an executive summary, I will explain our results for Q1 FY2026, as well as the revisions to our full-year consolidated earnings forecast, which were disclosed today alongside the financial results. I will also briefly touch upon the new shareholder return measures announced via timely disclosure on April 21.

Following that, I will provide an overview of the consolidated quarterly results and the performance of each business segment.

Finally, I will provide more details regarding the shareholder return measures and the upward revision of our earnings forecast.

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Executive Summary of Q1 FY2026 Financial Results

Q1 FY2026 Results

Revenue

Revenue increased by **11.6%** YoY, driven by accelerated expansion of transactions with existing clients and new client acquisitions, primarily in the Marketing Communication Segment.

Non-GAAP operating profit

Non-GAAP operating profit grew substantially by **51.3%** YoY, reflecting the progress in building a lean business foundation.

Profit attributable to owners of parent

Profit attributable to owners of parent rose substantially by **74.1%** YoY, driven by both revenue and profit growth as well as strong equity in earnings of affiliates.

Revision of Full-Year Earnings Forecast

- Upwardly revising the full-year earnings forecast in light of strong Q1 performance; expecting to achieve the FY2027 Non-GAAP operating profit target of ¥5.4 billion one year ahead of schedule.

Shareholder Returns

- Implementing dividends of surplus during the fiscal year to allow shareholders to share in our growth results at an earlier stage.
- Introducing a shareholder benefit program to encourage more shareholders to hold our shares over the medium to long term.

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The second page is the executive summary.

To put it briefly, this Q1 has been a period where our efforts to improve profitability and productivity have come to fruition, allowing us to get off to a very strong start.

There are three key points to highlight. First, regarding our Q1 results:

Revenue grew by 11.6% year-on-year, driven primarily by the Marketing Communication Segment. On the profit front, the construction of a leaner business foundation, which we have been pursuing, resulted in a significant increase in Non-GAAP operating profit, up 51.3% year-on-year. Furthermore, profit attributable to owners of parent showed exceptionally strong growth of 74.1% year-on-year, supported not only by our robust core business but also by steady share of profit of investments accounted for using equity method and other factors.

Second, regarding the revision of the full-year earnings forecast:

Based on the strong progress in Q1 and our current business momentum, we have decided to upwardly revise our full-year earnings forecast. I will explain the details on the following page.

Finally, regarding shareholder returns:

We recognize shareholder returns as one of our most important management priorities. Our mid-to-long-term vision is to achieve both high growth and high returns. To encourage more stakeholders to support us over the long term, we have decided to implement dividends of surplus during the fiscal year and introduce a shareholder benefit program.

By simultaneously driving both aggressive investment for growth and shareholder returns, we will strive to achieve our full-year targets and our Medium-Term Management Plan.

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Revision of Full-Year Earnings Forecast for FY2026 (Consolidated)

- Upwardly revising the full-year earnings forecast, driven by strong Q1 results including revenue growth from expanding existing clients and acquiring new ones, as well as productivity improvements from structural reforms. Expecting to achieve ¥5.4 billion in Non-GAAP operating profit one year ahead of schedule (originally set for FY2027 in the Medium-Term Management Plan).

(¥millions, unless otherwise stated)	FY2025 results	Previous forecast for FY2026	Revised forecast for FY2026	Change	Projected growth rate (YoY)	
Revenue	30,309	32,420	33,300	+2.7%	+9.9%	
Non-GAAP operating profit	4,414	4,800	5,400	+12.5%	+22.3%	
Profit attributable to owners of parent	3,491	4,350	5,250	+20.7%	+50.4%	
Earnings per share (EPS)	¥16.83	¥20.97	¥25.31	+¥4.34	+¥8.48	
[Reference]	Net sales	148,783	158,600	163,000	+2.8%	+9.6%
	Revenue to net sales ratio	20.4%	20.4%	20.4%	-	-
Dividends per share	¥18.00	¥18.00	Interim	¥9.00	± 0	± 0
			Year-end	¥9.00		

*For details, please refer to the timely disclosure announced on May 13, 2026.

On page 3, I will provide a detailed explanation regarding the revision of our full-year earnings forecast.

In light of the strong progress in Q1 and the current business environment, we have decided to upwardly revise our forecast.

The primary reasons for this revision are the steady growth of the topline through the expansion of existing clients and the acquisition of new ones, as well as the fact that our initiatives to improve productivity centered on AI utilization are yielding results faster than initially anticipated.

Revenue is now forecast at ¥33.3 billion, an increase of 2.7% from the previously announced forecast, as we aim for approximately 10% year-on-year growth.

Non-GAAP operating profit has been revised upward to ¥5.4 billion, compared to the previous forecast of ¥4.8 billion. This represents a significant profit increase of 22.3% year-on-year.

Furthermore, profit attributable to owners of parent has been raised to ¥5.25 billion. As a result, earnings per share (EPS) is expected to be ¥25.31.

Finally, regarding dividends per share: following the decision to implement the interim dividend mentioned earlier, we plan to pay a dividend of ¥9 at the end of Q2 and ¥9 at the fiscal year-end. There is no change to the total annual dividend of ¥18.

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Q1 FY2026 (Jan-Mar) Highlights

— Achieved record-high quarterly results in net sales, revenue, and Non-GAAP operating profit.

In addition to strong performance, an increase in share of profit of investments accounted for using equity method contributed to a substantial +74.1% YoY increase in profit attributable to owners of parent.

Progressing strongly against the revised full-year forecast remains strong, with revenue on track, while Non-GAAP operating profit and profit attributable to owners of parent exceeding expectations.

(¥millions, unless otherwise stated)	Value	YoY	Progress toward earnings forecast
Revenue	9,155	+11.6%	27.5%
Non-GAAP operating profit	2,377	+51.3%	44.0%
Profit attributable to owners of parent	2,654	+74.1%	50.5%
Earnings per share (EPS)	¥12.79	+¥5.44	-
Net sales	47,510	+13.5%	-
[Reference] Revenue to net sales ratio	19.3%	-0.3Pt	-

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Now, I will proceed with the detailed explanation. The first item on the agenda is the overview of the consolidated financial results for Q1 FY2026.

Page 5 shows the consolidated financial highlights for this quarter.

As mentioned at the beginning, revenue was approximately ¥9.16 billion, and Non-GAAP operating profit was approximately ¥2.38 billion. Both figures represent record highs for a single quarter.

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Q1 FY2026 (Jan-Mar) Highlights (By business segment)

- Marketing Communication** Delivered **higher revenue and profit** through the expansion of existing clients and the acquisition of new ones.
- Direct Business** Delivered **higher revenue and profit**, driven by the expansion of transactions with existing clients.
- Data & Solutions** Achieved **double-digit growth in Non-GAAP operating profit** through workforce optimization, while selectively resuming hiring.

	(¥millions, unless otherwise stated)	Q1 FY2025	Q1 FY2026	YoY	Progress toward revised forecast
Marketing Communication	Revenue	6,107	6,945	+13.7%	28.9%
	Non-GAAP operating profit	2,044	2,603	+27.3%	37.2%
	[Reference] Net sales	36,452	41,516	+13.9%	-
Direct Business	Revenue	1,555	1,729	+11.2%	25.4%
	Non-GAAP operating profit	274	471	+72.1%	33.7%
	[Reference] Net sales	5,190	6,097	+17.5%	-
Data & Solutions	Revenue	741	770	+4.0%	21.4%
	Non-GAAP operating profit	87	141	+61.6%	22.0%

Page 6 provides the financial highlights by segment.

In the Marketing Communication Segment, we achieved increases in both revenue and profit, driven by increased spending from existing clients and the successful acquisition of new clients.

The Direct Business Segment saw revenue growth and a significant increase in profit, centered on the expansion of existing clients.

Finally, in the Data & Solutions Segment, we achieved a substantial increase in Non-GAAP operating profit as a result of optimizing our workforce.

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Q1 FY2026 (Jan-Mar) Consolidated Income Statement

— Achieved double-digit growth in both net sales and revenue, along with a substantial **+51.3% YoY increase in Non-GAAP operating profit.**

With equity in earnings of affiliates also delivering strong results, **profit attributable to owners of parent achieved significant growth of +74.1% YoY.**

(¥millions, unless otherwise stated)	Q1 2026				Q1 2025		
	Value	Ratio to net sales	Ratio to revenue	YoY	Value	Ratio to net sales	Ratio to revenue
Revenue	9,155	19.3%	100.0%	+11.6%	8,206	19.6%	100.0%
Gross profit	7,184	15.1%	78.5%	+12.9%	6,364	15.2%	77.6%
SG&A expenses	4,824	10.2%	52.7%	+0.3%	4,810	11.5%	58.6%
Non-GAAP operating profit	2,377	5.0%	26.0%	+51.3%	1,571	3.8%	19.1%
Operating profit	2,579	5.4%	28.2%	+65.6%	1,557	3.7%	19.0%
Equity in earnings of affiliates, etc.	926	1.9%	10.1%	+71.0%	541	1.3%	6.6%
Profit attributable to owners of parent	2,654	5.6%	29.0%	+74.1%	1,524	3.6%	18.6%
[Reference] Net sales	47,510	100.0%	-	+13.5%	41,863	100.0%	-

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Page 7 shows our consolidated P/L for Q1.

In addition to double-digit growth in both net sales and revenue, all profit levels significantly exceeded the previous year's results.

First, revenue reached ¥9.16 billion, up 11.6% year-on-year. While achieving this revenue growth, we continued to build a leaner business foundation through measures such as improving operational efficiency. As a result, Non-GAAP operating profit reached ¥2.38 billion, achieving a significant profit increase of 51.3% year-on-year.

Quarterly profit attributable to owners of parent stood at ¥2.65 billion, an increase of 74.1% year-on-year, representing an extremely strong performance.

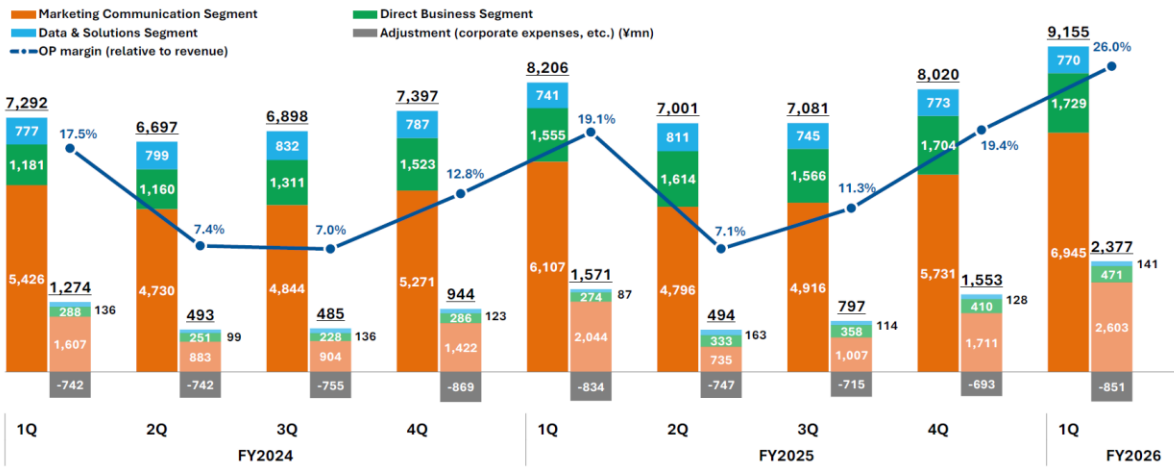
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Quarterly Trend of Consolidated Earnings

All segments achieved growth in both revenue and profit, leading to a significant **+6.8Pt** improvement in the consolidated Non-GAAP operating profit margin.



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

Page 8 shows the quarterly performance trends by segment.

In Q1, both revenue and Non-GAAP operating profit reached record highs on a quarterly basis.

On the profit front, Non-GAAP operating profit was ¥2.38 billion, and the profit margin significantly improved to 26.0%, up 6.8 percentage points year-on-year.

We believe this is a result of not only the expansion of each business but also the continuous boost to profit margins provided by operational efficiencies through AI utilization. This has allowed us to start the first quarter of the new fiscal year with exceptionally strong momentum.

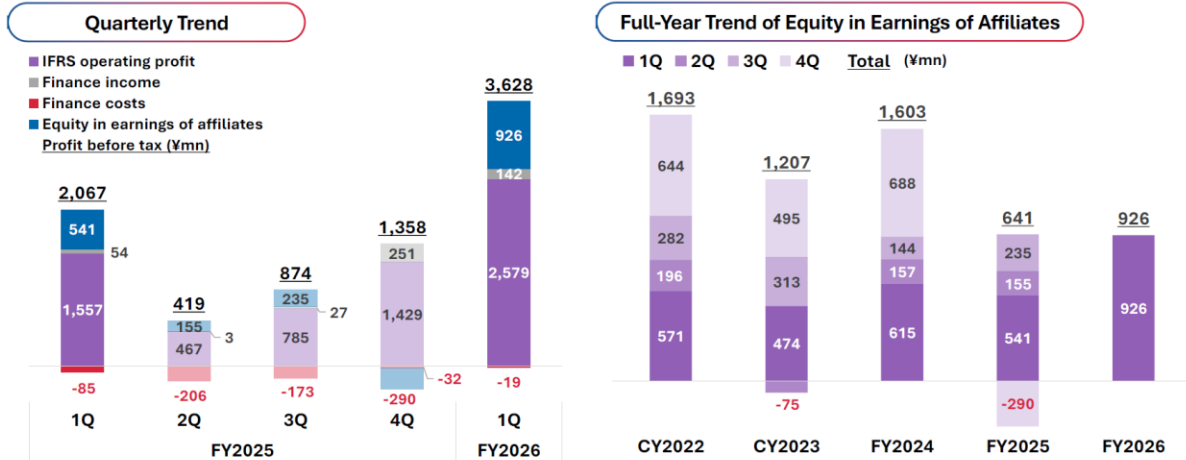
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Quarterly Trend of Consolidated Profit Before Tax (After reclassification of discontinued operations)

Recorded a gain on change in equity due to a third-party allotment of shares conducted by equity-method affiliate COMISMA INC., while investment gains from equity-method affiliates, primarily Dentsu Digital, remained solid.



Next, I will explain the trends in profit before tax on page 9.

Profit before tax for this first quarter was ¥3.63 billion, a significant increase from ¥2.07 billion in the same period of the previous year.

In addition to the strong performance of our core business, this was supported by the recording of gain on change in equity following a third-party allotment of shares conducted by COMISMA INC., our equity-method affiliate.

Share of profit of investments accounted for using equity method, primarily from Dentsu Digital Inc., has continued to trend steadily.

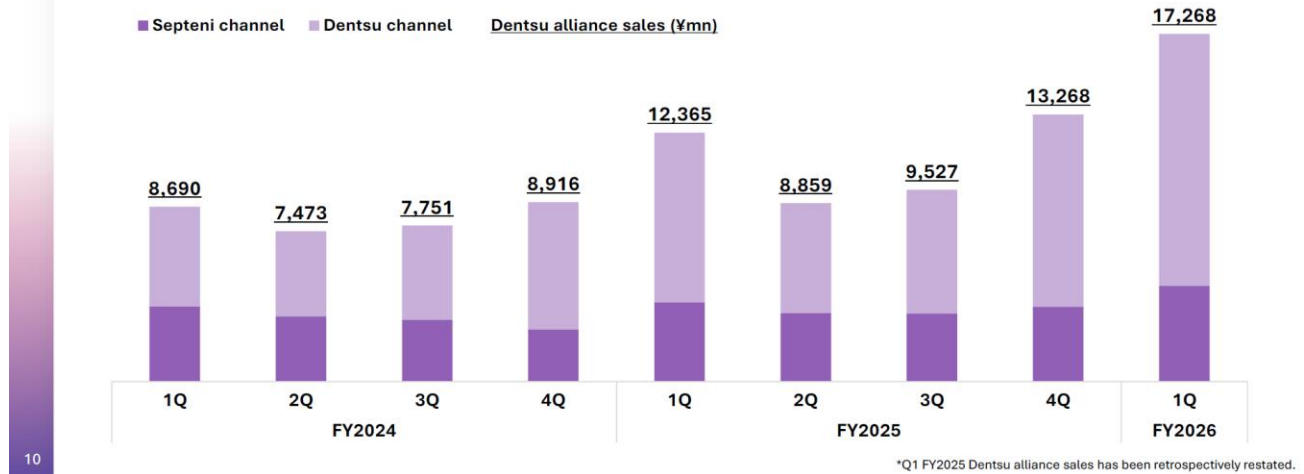
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Progress on Business Alliance with Dentsu Group

Driven by sustained high demand for integrated proposals, overall alliance sales expanded significantly, increasing +40.5% YoY.



On page 10, we outline the progress of our business alliance with the Dentsu Group.

To more clearly illustrate the synergy with the Dentsu Group, we have updated the breakdown of the graph starting from this quarter.

First, regarding the data definition: the dark purple portion of the graph, labeled "Septeni channel," represents the total of projects within this Dentsu collaboration where our Group acts as the primary contact for the client and recognizes the sales. The light purple portion, labeled "Dentsu channel," refers to sales primarily recognized through the Dentsu Group. The progress of our collaboration is shown as the sum of these two channels.

Against the backdrop of continued high demand from clients for integrated proposals, the total alliance sales for this first quarter reached ¥17.27 billion, up 40.5% year-on-year. This represents a strong growth that significantly exceeds our previous record high.

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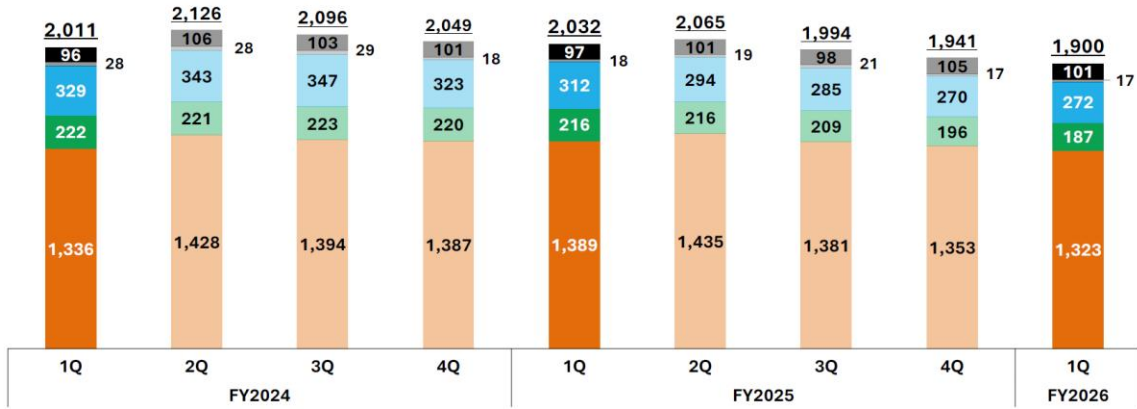
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Workforce Size Trend

Progressing toward a leaner organizational structure by improving productivity.

Resuming recruitment, primarily for engineers, in the Data & Solutions Segment. Planning to gradually resume mid-career hiring across the entire Group while closely monitoring business performance and organizational status.

Marketing Communication Segment Direct Business Segment Data & Solutions Segment Other Business (HR technology, new business incubation) Holding company



*Q1-Q3 FY2024 overseas subsidiary headcount has been retrospectively restated.

Page 11 shows the trends in our consolidated employee headcount.

As of the end of Q1, the number of employees stood at 1,900. While this shows a downward trend both year-on-year and quarter-on-quarter, as we have previously communicated, we believe our organization is evolving into a highly productive structure. This is a result of the gradual progress we are making in streamlining business processes, particularly through AI utilization.

Regarding our future hiring policy, we have first resumed recruitment in the Data & Solutions Segment, focusing primarily on engineers who serve as our source of competitiveness.

For the Group as a whole, while maintaining our current lean organizational structure, we will carefully monitor our business performance and organizational status. We plan to phase in mid-career recruitment, ensuring a disciplined and strategic approach to organizational management.

From here, I will move on to the overview of our performance by segment. First, let me explain the Marketing Communication Segment.

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Marketing Communication Segment Earnings Overview

Driven by the expansion of existing projects, new project acquisitions, and strong seasonality, both net sales and revenue rose **+14%** YoY, while Non-GAAP operating profit increased **+27%** YoY.

(¥millions, unless otherwise stated)	Q1 2026				Q1 2025		
	Value	Ratio to net sales	Ratio to revenue	YoY	Value	Ratio to net sales	Ratio to revenue
Revenue	6,945	16.7%	100.0%	+13.7%	6,107	16.8%	100.0%
Gross profit	5,815	14.0%	83.7%	+13.3%	5,134	14.1%	84.1%
SG&A expenses	3,213	7.7%	46.3%	+3.9%	3,092	8.5%	50.6%
Non-GAAP operating profit	2,603	6.3%	37.5%	+27.3%	2,044	5.6%	33.5%
[Reference] Net sales	41,516	100.0%	-	+13.9%	36,452	100.0%	-

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Page 13 presents the performance overview for the Marketing Communication Segment.

To put the results for our core Marketing Communication Segment in Q1 into perspective: we achieved exceptionally strong growth in both revenue and profit. Revenue reached ¥6.95 billion, achieving growth of over 13% year-on-year.

This strong performance was driven by three primary factors: the steady expansion of existing clients, progress in acquiring new ones (including collaborations with the Dentsu Group), and our success in capturing the strong seasonal demand during the January-March period. As a result, the business as a whole has maintained high momentum.

Furthermore, Non-GAAP operating profit was ¥2.60 billion, up 27.3% year-on-year. This growth significantly outpaced the rate of revenue growth. We have succeeded in expanding the topline while curbing the growth of SG&A expenses, which we view as a direct result of the steady progress in streamlining our operations.

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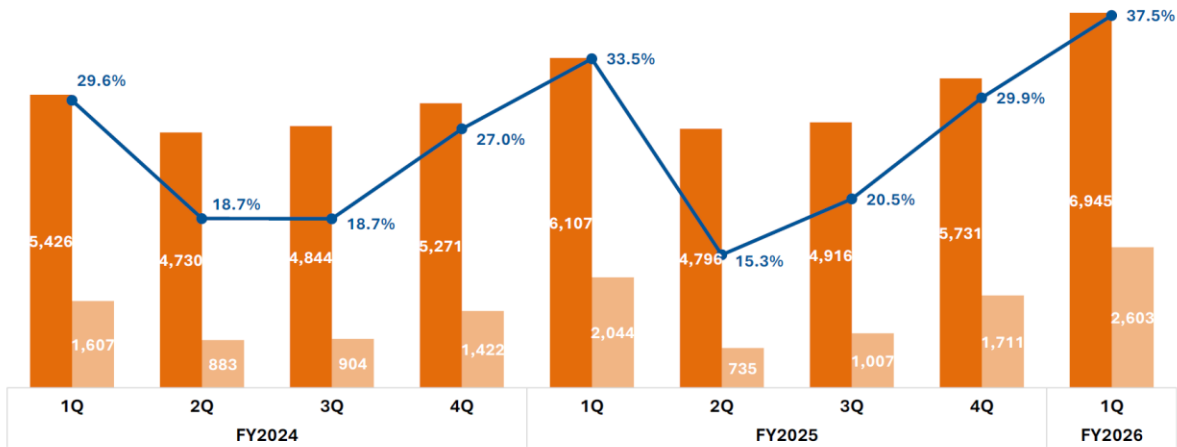
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Marketing Communication Segment Quarterly Earnings Trend

Driven by higher average revenue per client and improved productivity per employee, the Non-GAAP operating profit margin rose by **+4.0Pt YoY**.

Revenue Non-GAAP operating profit (¥mn) OP margin (relative to revenue)



Page 14 shows the quarterly performance trends for the Marketing Communication Segment.

The Non-GAAP operating profit margin improved by 4.0 percentage points year-on-year, reaching 37.5%.

Due to an increase in average revenue per client, productivity per employee also improved, allowing us to record a profit margin at a record-high level.

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Marketing Communication Segment Topic

- Established "AI Creation Lab," a new company dedicated to driving the fusion of AI and creativity, providing high-quality creative production for the awareness layer at a mid-range price point.

Digital marketing support business



Direct marketing support business

dentsu direct

AI CRE8ION LAB

Building a team of "AI-Centric Creative Directors"—hybrid professionals who combine traditional branding expertise with advanced generative AI implementation capabilities.



Leveraging proprietary products to deliver **high-quality creative** for the awareness layer (e.g., TVCMs and Connected TV) **faster and in higher volume at a mid-range price point**, reducing the high costs and man-hours typically required.

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On page 15, as a key topic, we outline the establishment of "AI Creation Lab (AI CRE8ION LAB)," a new company dedicated to driving the integration of AI and creativity.

AI CRE8ION LAB will focus on organizing a team of "AI-Centric Creative Directors" who possess both traditional creative expertise in brand advertising and the ability to implement cutting-edge generative AI.

By combining this specialized organization with our proprietary products, we aim to provide high-quality advertising creative assets for TV commercials and Connected TV—which traditionally require significant costs—at a faster pace, in higher volumes, and at a mid-range price point.

We have already received numerous inquiries. We intend to establish a new production standard in the branding (awareness) domain and further enhance the marketing efficiency of our clients.

Moving on to the third item on our agenda: an overview of the Direct Business Segment.

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Direct Business Segment Earnings Overview

- Driven by the expansion of existing clients, net sales grew +17.5% YoY and revenue rose +11.2% YoY. Furthermore, a reduction in SG&A expenses, primarily personnel costs, led to a substantial +72.1% YoY increase in Non-GAAP operating profit.

(\$millions, unless otherwise stated)	Q1 2026				Q1 2025		
	Value	Ratio to net sales	Ratio to revenue	YoY	Value	Ratio to net sales	Ratio to revenue
Revenue	1,729	28.4%	100.0%	+11.2%	1,555	30.0%	100.0%
Gross profit	1,026	16.8%	59.3%	+15.7%	887	17.1%	57.0%
SG&A expenses	568	9.3%	32.9%	-9.4%	627	12.1%	40.3%
Non-GAAP operating profit	471	7.7%	27.3%	+72.1%	274	5.3%	17.6%
[Reference] Net sales	6,097	100.0%	-	+17.5%	5,190	100.0%	-

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Page 17 presents the performance overview for the Direct Business Segment.

In this quarter, driven primarily by the expansion of existing clients, revenue reached ¥1.7 billion, achieving growth of 11% year-on-year.

In addition, through progress in controlling SG&A expenses, Non-GAAP operating profit reached ¥0.47 billion, representing a significant profit increase of 72% year-on-year.

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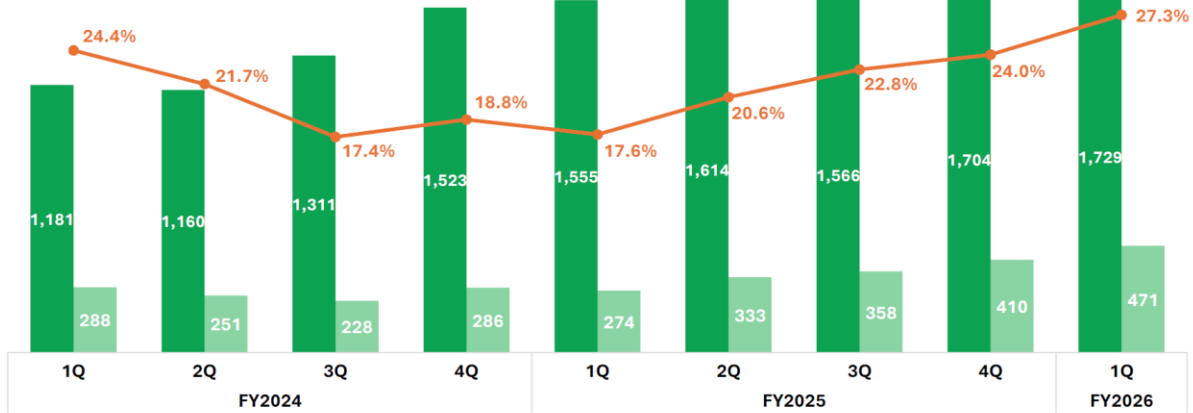
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Direct Business Segment Quarterly Earnings Trend

In addition to the steady expansion of revenue, ongoing productivity improvements led to a significant **+9.7Pt** increase in the Non-GAAP operating profit margin.

■ Revenue ■ Non-GAAP operating profit (¥mn) — OP margin (relative to revenue)



Page 18 shows the quarterly performance trends for the Direct Business Segment.

Due to the steady expansion of revenue and improvements in productivity, the Non-GAAP operating profit margin reached a record-high level of 27.3%, following the trend from the previous quarter.

We intend to continue managing this business with a strong focus on both revenue growth and the operating profit margin.

Moving on to the fourth item on our agenda: an overview of the Data & Solutions Segment.

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Data & Solutions Segment Earnings Overview

— Achieved higher revenue driven by growth in development projects by in-house engineers and an expansion in AI training services, while delivering a substantial **+61.6% YoY increase** in Non-GAAP operating profit through the optimization of headcount at an overseas location initiated in the previous fiscal year.

(¥millions, unless otherwise stated)	Q1 2026			Q1 2025	
	Value	Ratio	YoY	Value	Ratio
Revenue	770	100.0%	+4.0%	741	100.0%
Gross profit	474	61.6%	+5.7%	449	60.6%
SG&A expenses	334	43.4%	-7.7%	362	48.9%
Non-GAAP operating profit	141	18.2%	+61.6%	87	11.7%
[Reference] Net sales	770	100.0%	+4.0%	741	100.0%

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Page 20 presents the performance overview for the Data & Solutions Segment.

Driven by the expansion of projects such as development and training, revenue reached ¥0.77 billion, an increase of 4% year-on-year.

Furthermore, as a result of optimizing the workforce—an initiative we have been pursuing since the previous fiscal year—Non-GAAP operating profit reached approximately ¥0.14 billion, representing a profit increase of 61.6% year-on-year.

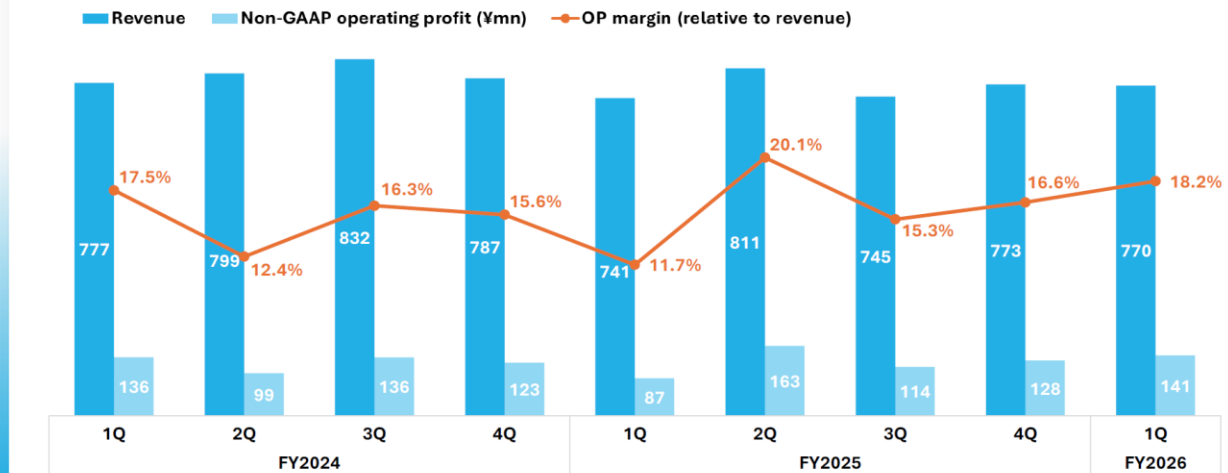
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Data & Solutions Segment Quarterly Earnings Trend

Non-GAAP operating profit margin rose by **+6.5Pt** YoY, driven by headcount optimization and improved utilization rates, primarily at the overseas location.



Page 21 shows the quarterly performance trends for the Data & Solutions Segment.

The operating profit margin increased by 6.5 percentage points year-on-year, driven by the optimization of our workforce and improvements in the utilization rate of our engineers.

This concludes the review of our three main business segments for Q1.

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Implementation of Dividends of Surplus During the Fiscal Year

Implementing dividends from surplus during the fiscal year, with the aim of enhancing opportunities for profit distribution to shareholders while further increasing the investment attractiveness of our shares.

FY2026 Year-End Dividend Forecast

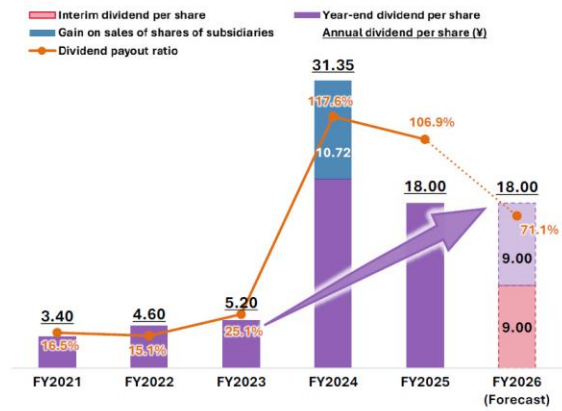
	Previous forecast	Revised forecast	FY2025 result
Dividend per share	¥18.00	Interim ¥9.00	¥18.00
		Year-end ¥9.00	
		Total ¥18.00	

* Record date for dividends of surplus during the fiscal year: June 30, 2026
Record date for year-end dividends: December 31, 2026

FY2026 EPS Forecast

Earnings forecast	
Earnings per share (EPS)	¥25.31

Trend of Dividend Per Share



*For details, please refer to the timely disclosure announced on April 21, 2026.

From this point, I will explain the new shareholder return measures announced on April 21.

Page 23 outlines the implementation of interim dividends.

Until now, we have provided returns to our shareholders through a once-a-year year-end dividend. However, starting from this fiscal year, we will implement dividends twice a year—at the interim and year-end. This change is designed to allow our shareholders to enjoy the fruits of our growth at an earlier timing, while also creating an environment that encourages the stable, mid-to-long-term holding of our shares.

The total annual dividend for this fiscal year is ¥18, which remains unchanged from the initial forecast. Based on the revised earnings forecast, the payout ratio is expected to be 71.1%.

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Introduction of Shareholder Benefit Program

— **Introducing a shareholder benefit program** to further increase the investment attractiveness of our shares and encourage more shareholders to hold them over the medium to long term.

Based on the closing price of ¥436 on April 20 (the day before the timely disclosure), the projected yields are **1.26% for the shareholder benefit, 4.13% for dividends, and a total yield of 5.39%**.

Program Overview

Record Date	December 31, 2026
Timing of Distribution	Information regarding the benefits will be enclosed with the “Notice of Convocation of the Ordinary General Meeting of Shareholders” to be dispatched in early March 2027.
Eligible Shareholders	Shareholders holding 1,000 shares or more
Benefit	¥5,500 worth of benefit points (exchangeable for various types of e-money) awarded flat to all eligible shareholders

*Details will be announced at a later date.

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*Yields are calculated based on the acquisition of 1,000 shares. *For details, please refer to the timely disclosure announced on April 21, 2026.

Next, on page 24, I will explain the introduction of our shareholder benefit program.

We have decided to newly introduce a shareholder benefit program with the aim of further enhancing the investment attractiveness of our shares and encouraging more shareholders to hold our share over the mid-to-long term. With the introduction of this program, we will further strengthen our shareholder returns.

Based on the closing price of ¥436 on April 20—the day prior to our timely disclosure—the shareholder benefit yield is 1.26%, and the dividend yield is 4.13%. Combined, the total yield reaches 5.39%.

Let me outline some key details of the program.

First, the record date will be December 31, 2026. Shareholders who hold 1,000 shares or more as of this date will be eligible.

As for the benefit itself, eligible shareholders will receive benefit points equivalent to ¥5,500, which can be exchanged for various types of electronic money and other options.

Regarding the timing of the grant, we plan to send the relevant documents along with the Convocation Notice for the Ordinary General Meeting of Shareholders scheduled for around March 2027. Further details will be announced in due course.

We look forward to the continued and unchanged support of all our shareholders.

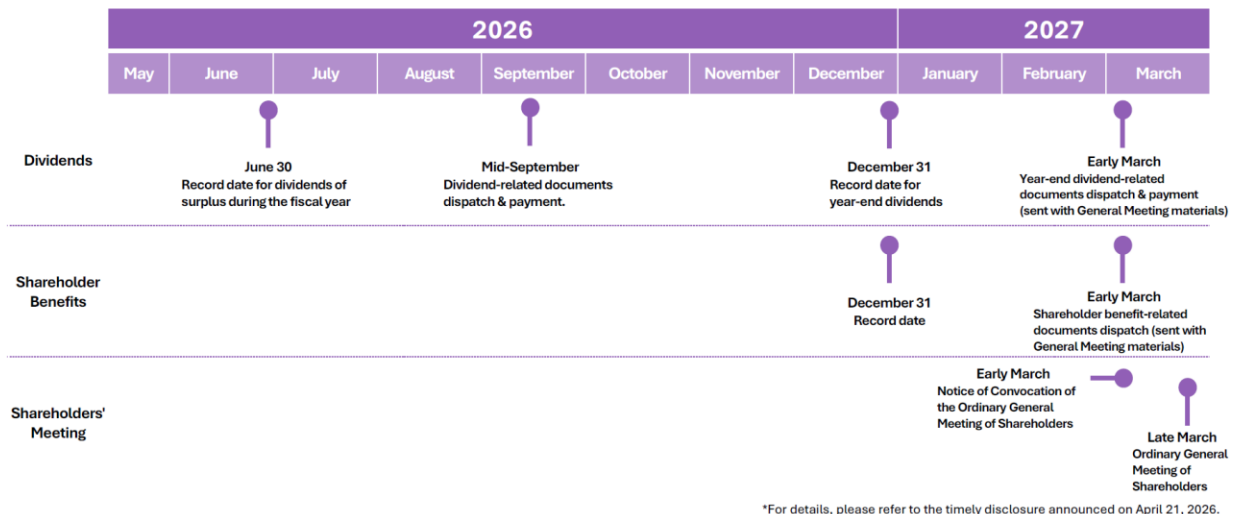
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Stock-Related Schedule

The following stock-related events are scheduled for the current fiscal year.



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*For details, please refer to the timely disclosure announced on April 21, 2026.

Next, on page 25, we have summarized the stock-related schedule for the current fiscal year.

Regarding dividends, the record date for the interim dividend is June 30, and the record date for the year-end dividend is December 31. The payment commencement dates are scheduled for around mid-September and early March of the following year, respectively.

As for the shareholder benefit program, it will commence with the first record date set for December 31, 2026. We plan to enclose the benefit-related documents with the Ordinary General Meeting of Shareholders' materials, which are scheduled to be sent out around early March.

This concludes the explanation regarding our shareholder return measures.

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Revision of Full-Year Earnings Forecast for FY2026 (Consolidated, re-presented)

- **Upwardly revising the full-year earnings forecast**, driven by strong Q1 results including revenue growth from expanding existing clients and acquiring new ones, as well as productivity improvements from structural reforms. **Expecting to achieve ¥5.4 billion in Non-GAAP operating profit one year ahead of schedule** (originally set for FY2027 in the Medium-Term Management Plan).

(¥millions, unless otherwise stated)	FY2025 results	Previous forecast for FY2026	Revised forecast for FY2026	Change	Projected growth rate (YoY)	
Revenue	30,309	32,420	33,300	+2.7%	+9.9%	
Non-GAAP operating profit	4,414	4,800	5,400	+12.5%	+22.3%	
Profit attributable to owners of parent	3,491	4,350	5,250	+20.7%	+50.4%	
Earnings per share (EPS)	¥16.83	¥20.97	¥25.31	+¥4.34	+¥8.48	
[Reference]	Net sales	148,783	158,600	163,000	+2.8%	+9.6%
	Revenue to net sales ratio	20.4%	20.4%	20.4%	-	-
Dividends per share	¥18.00	¥18.00	Interim	¥9.00	± 0	± 0
			Year-end	¥9.00		

*For details, please refer to the timely disclosure announced on May 13, 2026.

Finally, I will explain the revision of our earnings forecast and the progress relative to the revised figures.

Page 27 restates the revisions to our full-year earnings forecast for the current fiscal year.

To reiterate, we have upwardly revised our full-year earnings forecast. This decision is based on our strong Q1 performance and current momentum, characterized by topline growth through the expansion of existing clients and the acquisition of new ones, combined with productivity enhancement measures such as AI utilization and the construction of a leaner business foundation.

We have raised our forecast for revenue to ¥33.3 billion and Non-GAAP operating profit to ¥5.4 billion.

Regarding Non-GAAP operating profit, we expects to achieve our FY2027 target of ¥5.4 billion—originally set in our Medium-Term Management Plan—one year ahead of schedule.

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Revision of Full-Year Earnings Forecast for FY2026 (By business segment)

— Expecting growth in both revenue and profit across all segments, led by the Marketing Communication Segment.

(¥millions)	Revenue					Non-GAAP operating profit				
	FY2025 results	Previous forecast for FY2026	Revised forecast for FY2026	Change	YoY	FY2025 results	Previous forecast for FY2026	Revised forecast for FY2026	Change	YoY
Marketing Communication	21,550	23,200	24,000	+3.4%	+11.4%	5,497	6,400	7,000	+9.4%	+27.3%
Direct Business	6,439	6,600	6,800	+3.0%	+5.6%	1,374	1,300	1,400	+7.7%	+1.9%
Data & Solutions	3,069	3,600	3,600	-	+17.3%	492	640	640	-	+30.2%
Eliminations & Corporate (incl. Other Business)	-750	-980	-1,100	-	-	-2,948	-3,540	-3,640	-	-
Consolidated	30,309	32,420	33,300	+2.7%	+9.9%	4,414	4,800	5,400	+12.5%	+22.3%

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Page 28 details the revision of our full-year earnings forecast by segment.

As the Marketing Communication Segment and the Direct Business Segment served as the primary drivers in Q1, we have upwardly revised the forecasts centered on these two segments. We now expect to achieve growth in both revenue and profit across all business segments.

Contact Information

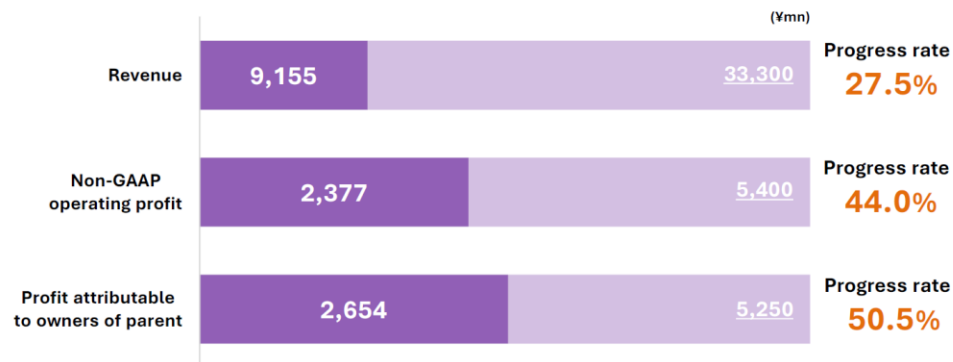
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Progress Against Revised Earnings Forecast (Consolidated)

Seeing potential upside, particularly in profit, relative to the revised earnings forecast, yet maintaining a conservative outlook for the second half. Adopting this cautious stance to account for possible indirect impacts on the advertising market stemming from macroeconomic uncertainties and global affairs, while expecting no direct impact on our performance at this time.

Continuing to drive business growth while striving to **enhance profitability and productivity by building a lean business foundation.**



Page 29 shows our progress relative to the revised earnings forecast.

Against the revised forecast, revenue progress stands at 27.5%, Non-GAAP operating profit at 44.0%, and profit attributable to owners of parent at 50.5%.

Particularly regarding profit, while the current progress might suggest a potential for further upside, our full-year outlook is as follows: While we do not anticipate any direct impact on our performance stemming from macroeconomic uncertainties, including global affairs, we have considered the possibility of indirect effects on the overall advertising market, such as an economic slowdown. Therefore, at this stage, we have set our forecast for the second half based on a conservative outlook.

We will continue to strive for improvements in profitability and productivity to realize business growth and achieve our revised earnings forecast.

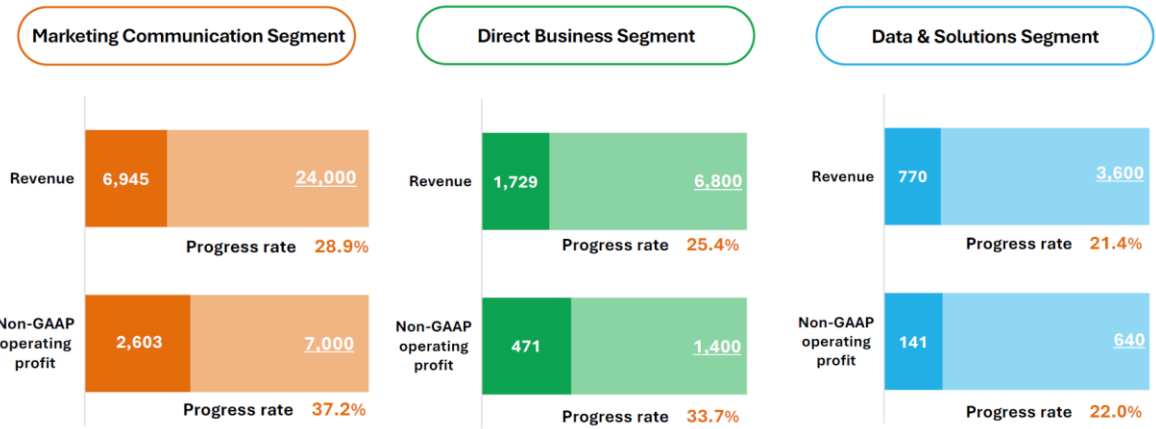
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Progress Against Revised Earnings Forecast (By business segment)

■ Making steady progress across all segments relative to the revised earnings forecast.



Page 30 shows the progress of each segment relative to the revised earnings forecast.

Progress in all segments is well on track to meet the revised forecast.

This concludes my explanation of the financial results for Q1 FY2026. While we have made a strong start, we will not rest on the laurels of our Q1 results. From Q2 onward, we will continue to drive initiatives for mid-term business expansion while striving to achieve our revised full-year forecast.

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

[END]

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