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Company Name: HEROZ, Inc.

Name of Representatives:

Takahiro Hayashi,

Co-Chief Executive Officer:

Stock Code: 4382, TSE Prime Market

Contact: Hiroya Mori,

Chief Financial Officer

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#### Notice of Business Alliance with Wills, Inc.

HEROZ Corporation (headquartered in Minato-ku, Tokyo; Takahiro Hayashi, Co-CEO; hereinafter referred to as "the Company") is pleased to announce the start of a business alliance with Wills, Inc (hereinafter referred to as "Wills").

#### **1. Background and Purpose of Business Alliance**

Through the provision of "Shogi Wars," the largest Shogi game application officially recognized by the Japan Shogi Federation, and "Kishin Analytics," a Shogi AI analysis service for professional and strong amateur Shogi players, we will accelerate the AI Transformation (AIX) of society by actively promoting AI social implementation for the finance, construction, entertainment and other industries, aiming to realize coexistence between humans and AI.

Wills, on the other hand, is a comprehensive consulting company for IR and SR activities. With the aim of improving the efficiency of capital markets and maximizing the corporate value of listed companies through enhanced IR activities, Wills offers the "Premium Benefits Club," which combines a shareholder benefits program and DX for shareholder management; "IR-navi," a marketing tool for institutional investors; and the "ESG Solutions Business," which provides integrated report planning and production and consulting services.

In the recent environment surrounding listed companies, more and more companies are becoming aware of the new listing standards due to the revision of the market classification by the Tokyo Stock Exchange. Furthermore, management is required to be more conscious of the cost of capital and stock prices than ever before.

In its efforts to promote social implementation of AI, the Company has been providing AI solutions related to stocks and stock prices, such as "AI Stock Portfolio Diagnosis," in which AI suggests the best combination of stocks, and "AI Stock Price Monitoring Service," in which AI notifies you when to trade stocks you own.

Through this business alliance between the Company and Wills, the "Corporate Management Diagnosis AI (tentative name)" developed by the Company will be implemented in Wills' "IR-navi" to encourage listed companies to use the "Corporate Management Diagnosis AI (tentative name)" to voluntarily improve their corporate behavior. In addition, the Company will develop AI tools to expand the internal functions of the "Premium Benefits Club". Through these efforts, we hope to contribute to the improvement of the market capitalization of listed companies.

Furthermore, the two companies will share their customer networks and promote mutual introductions of potential customers as well as planning and development of new products and services.

## **2. Details of the Business Alliance.**

- a. Providing listed companies with "Corporate Management Diagnosis AI (tentative name)" developed by the Company mounted on "IR-navi" of Wills, Inc.
- b. Development of an AI tool for the "Premium Benefits Club" by the Company
- c. Sharing the customer networks of both companies to introduce potential customers to each other.
- d. Planning and development of new services

## **3. Outline of Business Alliance Partner**

- a. Company name: Wills, Inc.
- b. Location: 2-3-17 Toranomom, Minato-ku, Tokyo
- c. Title and name of representative  
Mitsuo Sugimoto, President and Representative Director
- d. Business Activities
  - Otion of the Premium Benefits Club and the Premium Benefits Club PORTAL
  - Operation of IR-navi
  - ESG solutions (planning and production of integrated reports, annual reports, etc.)
  - Virtual shareholders' meetings and online financial results briefings
- e. Capital stock: 246 million yen

f. Date of Establishment: October 2004

**4. Outlook for the Future**

The consolidated earnings forecast for the fiscal year ending April 30, 2024, including the impact of this business alliance on the Group's consolidated earnings, is disclosed as of today.

Forecasts of business performance are based on information currently available to the Company. Forecasts are subject to various uncertainties, and actual results may differ from these forecasts. We will review our earnings forecasts from time to time and disclose them in accordance with the disclosure rules.