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### Notice of Revision of Consolidated Earnings Forecasts

Tokyo, Japan – MINKABU THE INFONOID, Inc., (hereinafter “Minkabu”, Minato-ku, Representative: Ken Uryu, Founder and CEO/CFO) announces that the Board of Directors meeting held today resolved to revise the consolidated financial forecasts for the fiscal year ending March 31, 2024 (April 1, 2023 to March 31, 2024) as follows, which was disclosed at the time of financial results announcement for the fiscal year ended March 31, 2023 on May 15, 2023.

#### 1. Revision of consolidated financial forecasts (April 1, 2023 to March 31, 2024)

	Net Sales	EBITDA	Operating profit (loss)	Ordinary profit (loss)	Net income (Net loss) attributable to owners of the parent	Net income (Net loss) per share
	Million Yen	Million Yen	Million Yen	Million Yen	Million Yen	Yen
Previous forecast (A)	11,000	2,200	1,000	940	900	60.10
Current forecast (B)	10,000	600	-600	-700	-800	-53.41
Difference (B – A)	-1,000	-1,600	-1,600	-1,640	-1,700	-
Ratio ( % )	-9.1	-72.7	-160.0	-174.5	-188.9	-
(Reference) Consolidated financial results for the fiscal year ended March 31, 2023	6,836	1,019	111	-207	726	48.60

## 2. The reason for the revision

For the fiscal year ending March 2024, amidst the challenging situation for existing business sales due to external factors such as the internet advertising recession, the expansion of business scope and diversification of revenue sources as outlined in our medium-term plan are expected to partially cover the downturn in existing business through growth in non-advertising income from the livedoor business and the SEESAW GAME business, among others, aiming to achieve the company's long-term goal of 10 billion yen in sales since its listing in March 2019. This would mark the fifth consecutive year of growth with an average annual growth rate of approximately 40%. Additionally, in the process of PMI of livedoor and SEASAW GAME businesses, various rationalization measures, cost reductions, and optimization of resources within the group have been promoted, and we have confirmed effects of these measures to be greater than planned. However, the significant drop in the unit price of internet advertising, which became apparent from the beginning of the year, started to affect us from the outset, and although we confirmed a bottoming out trend in the unit price drop in the second quarter, the recovery pace has been below our expectations. In the solutions business, in addition to the deterioration in earnings due to resource management issues primarily with subcontractors in SI solutions services identified in the second quarter consolidated cumulative period, the shift of financial companies prioritizing new NISA has led to a delay in acquiring projects expected for information solutions services in the third quarter, and this trend is expected to continue into the fourth quarter.

As indicated in the medium-term plan published in May 2023, we see significant growth opportunities for the Next Step by utilizing its own business assets, and in the year under review, even though sales in existing businesses weakened due to external factors, we have taken steps to expand the scale of earnings and diversify its earnings in the future. In the current fiscal year, even though sales in existing businesses weakened due to external factors, we are working to expand the scale of earnings and diversify earnings in the future by entering the mobile, e-commerce and banking sectors, which are earnings diversification measures that have been implemented ahead of schedule, entering the financial services sector, including investment advice and financial product brokerage, which is a new business contact point with client financial institutions in the solutions business, and packaging its own solutions business assets, in order to acquire growth opportunities in the future. We have accelerated its aggressive investment in order to capture future growth opportunities, including entering the financial services field of investment advice and financial product intermediation, which is a new business interface with client financial institutions, as well as packaging its own solutions business assets. However, this has enabled us to achieve the revenue diversification set out in the medium-term plan more than a year ahead of schedule, and together with the effects of the aforementioned cost reductions, which are more advanced than planned at the beginning of the period, we are now in a position to achieve results in excess of the medium-term plan, depending on how the advertising market recovers in the future. In combination with the effects of the aforementioned cost reductions, which are more advanced than planned at the beginning of the year, it is now possible to exceed the medium-term plan depending on the future recovery of the advertising market.

Considering the situation up to the cumulative third quarter and intensification of the preliminary

investments planned in new business areas for the expansion of business scope in the fourth quarter, the consolidated sales for this accounting period (April 1, 2023, to March 31, 2024) are forecasted to be 10 billion yen, with a consolidated operating loss of 600 million yen, a consolidated ordinary loss of 700 million yen, a net loss attributable to parent company shareholders of 800 million yen, and EBITDA of 600 million yen. Furthermore, with the existing business bottoming out and the measures outlined in the medium-term plan showing early results, in addition to the period of aggressive early investments in new business areas expected to come full circle by the fourth quarter, the outlook for catching up in the next fiscal year and beyond is feasible. Therefore, shareholder return measures will continue, and there will be no change to the forecast for the fiscal year ending March 2024 dividend per share, which is 26 yen.

Please refer to the "Notice of Revision to Consolidated Performance Forecast" announced today for revisions to the consolidated performance forecast.

Furthermore, the future business strategy towards achieving the medium-term plan announced in May 2023 is as follows:

(i) Basic Policy for Seizing Growth Opportunities

The consolidated sales have reached the scale of 10 billion yen, and with the customer touchpoints of 100 million people in the media business and the customer base centered around financial companies in the solutions business, as well as the expansion of business scope and diversification of revenue sources utilizing group assets, we recognize that we are in a business environment conducive to further corporate growth. In our medium-term plan, we aim to change our revenue model to a more robust one less affected by advertising market conditions by utilizing the strong user connections of each vertical media in the media business to acquire various business incomes and increase the non-advertising income ratio to over 20% by the fiscal year ending March 2026. However, as mentioned above, by promoting aggressive investments for opportunity acquisition in this consolidated fiscal year, we expect to achieve a non-advertising income ratio 17% in the fiscal year ending March 2024, more than one year ahead of schedule. Even in a situation where the advertising market is deteriorating and the recovery is delayed, as a company belonging to the growth market, the current profit situation is more difficult than it actually is due to the execution of such prior investment outside the plan from this third quarter based on the basic policy of prioritizing the acquisition of growth opportunities, but actions aimed at acquiring growth opportunities are progressing ahead of schedule and the results of such actions are being confirmed ahead of schedule. However, the actions to acquire growth opportunities are progressing ahead of schedule and their results are being confirmed ahead of schedule, so depending on the recovery of the advertising market, sales growth in excess of the medium-term plan can be expected.

(ii) Specific Growth Opportunities and Promotion of New Businesses

We aim to expand the business scope and diversify profitability by maximizing the dual effects of the media and solutions businesses by combining the technical and development capabilities and know-how acquired

through the financial solutions business with the numerous media user and financial industry customer touchpoints. The medium-term plan's cornerstone is to improve profitability through PMI and organizational restructuring, among other measures. Until now, the company has been diversifying revenue sources and expanding the business scope by applying various information and stock forecast data accumulated in financial information media to the B2B2C field as information solutions in a SaaS model. Essentially, based on such successful experiences, we aim to expand our growth base by diversifying revenue sources from information obtained in each media operation.

In this consolidated fiscal period, under this basic policy, we have aimed to enter three new businesses in the media business to create an early revenue recovery engine utilizing our existing assets:

◆livedoor MOBILE (started in November 2023):

A mobile service utilizing the MVNO scheme, offering competitive pricing plans for regular SIM-type mobile phone services and Wi-Fi services, and the premium service "Oshi Pass" (Favorite Pass) supporting various "Oshi activities," starting with users of Korea's No.1 media "Kstyle." As part of its benefits, a members-only presale for the large-scale K-POP music event "Kstyle PARTY," scheduled for February 2024, was conducted under the name of "Kstyle."

In the future, in addition to extending the benefits of "Oshi Pass" to company-operated vertical media other than "Kstyle", we will also make use of livedoor news and vertical (specialized) media to gain exposure and diffusion in accordance with the respective usage scenarios, thereby efficiently expanding sales of SIM-type mobile phone services and mobile Wi-Fi services. We also plan to start full-scale sales expansion of efficient SIM-type mobile phone services and mobile Wi-Fi services by utilizing Livedoor News and vertical (specialized) media, and to develop them into new subscription services for the group.

◆livedoor Shopping (scheduled to start in March 2024):

An EC service using the OEM services of partner companies, appealing through product lineups that match the customer characteristics of each vertical media.

In collaboration with a major e-commerce company, test marketing using the livedoor news X (formerly Twitter) account and each group media was conducted several times to confirm results.

◆livedoor Bank (scheduled to start in March 2024)\*Starting the service requires approval from the authorities:

A digital financial service through banking agency using BaaS (Banking as a Service), creating new revenue opportunities from user experiences occurring in each vertical media.

Our operated vertical media not only provide content viewing but also various transactions such as purchasing goods, experiencing events, and related payments already exist around the media, and we aim to diversify revenue through non-advertising income by offering unique services as follows:

◆Utilizing various OEM schemes in collaboration with external partners to ensure high reliability and service quality while avoiding large initial investments, achieving low risk and low cost.

- ◆ Utilizing our media with a monthly user base of 100 million people to acquire customers, pursuing high profitability by reducing customer acquisition costs.
- ◆ Offering cross-service user reward programs such as "livedoor Points" and "livedoor Coins."

Furthermore, as mentioned above, one of our subsidiaries, MINKABU ASSET PARTNERS(MAP), has completed its registration as an investment advisory and agency business and plans to start providing services as an online-only investment advisor in March 2024. Under the national asset formation expansion policy, with the start of new NISA, user interest in asset formation information has rapidly increased. This service advises investors on efficient fund management from various services provided by financial institutions, creating new business touchpoints with customer financial institutions in the financial services field for the group. The service allows users to trade stocks, investment trusts, FX, cryptocurrencies, etc., through API connections provided by MAP to financial institutions such as securities companies, and users can make transactions on the MAP service platform while using online advisory services by entering into an investment advisory contract with MAP, providing a new user experience in the investment world. As mentioned earlier, the company has been diversifying revenues and transforming the business model by providing information solutions to financial institutions in addition to advertising revenue from operating financial information sites. We will enter new financial services that meet the diverse revenue needs of securities companies and other financial institutions with online advisory services as the core, utilizing technology.

These new business groups are positioned as new pillars of revenue in the medium-term plan and are considered engines for rapid expansion of the company's business scope. Therefore, the company will continue to make aggressive investments to expand growth opportunities.

### (iii) Business Scope Expansion in the Following Periods

In addition to the above-mentioned earnings growth due to the start of contribution to earnings from new business fields that have materialized ahead of schedule, we should achieve growth that exceeds the medium-term plan, including various cost reductions and synergies that have exceeded the initial plan through the progress of PMI and organizational restructuring promoted during the financial year under review. In addition, we are committed to achieving growth in excess of the medium-term plan, depending on the advertising market conditions. In the next financial year, we will focus on the following initiatives.

#### ◆ Full-year revenue contribution from non-advertising new businesses

- Media business: Full-year contribution from non-advertising new businesses entered this period, such as mobile, EC, and banking services

#### ◆ Revenue contribution from preliminary investment projects

- Media business: Full-year revenue contribution from o SEESAW GAME, Inc newly grouped in this period
- Solutions business: Start of revenue contribution from financial services and subscription-type investment education-related businesses that were in the preliminary investment phase

◆ Sustainable growth of existing businesses

- Media business: Increased sales from network and performance-based advertisements if the advertising market continues at the level of the second half of this period, synergy between PGC and UGC media, full-scale use of generative AI (including deployment to the solutions business), and further spread of the high-priced livedoor app
- Solutions business: Recovery of delayed projects in information solutions and increased income related to Kabutan due to favorable stock price trends and increased interest in investment information

◆ Improvement in business profitability

- Media business: Full-year contribution from cost reductions implemented in this period
- Solutions business: Profit margin improvement in information solutions due to price increases in monthly usage fees and new project acquisitions, and optimization of resource management due to model change to package solutions in SI solutions, as well as price increases in man-hour rates during contract development

The company is proceeding with transformations to a business structure less dependent on the advertising market impact and the financial industry while recognizing environmental changes such as social environment and financial economic conditions as growth opportunities and preparing systems and making various aggressive investments to seize those opportunities. The promotion of PMI and various service developments, as well as the four new business developments mentioned, are considered sustainable revenue sources contributing to profits as the business scales up. We will continue to implement aggressive measures to increase long-term growth certainty.