

Company name: RAKSUL INC.
 Representative: Yo Nagami
 Representative Director, President and CEO
 (TSE Prime Market Code No. 4384)
 Contact: Shinnosuke Nishida
 CAO, SVP of Corporate

Notice Regarding Acquisition of Shares of Wild Side Inc. by Subsidiary of the Company

RAKSUL INC. (the “Company”) hereby announces that NOVASELL INC. (hereinafter referred to as “NOVASELL”), a consolidated subsidiary of the Company, acquired all shares of Wild Side Inc. (hereinafter referred to as “Wild Side”) and made it a subsidiary on March 1, 2024, as follows. The Share Acquisition does not fall under the timely disclosure standards of the Tokyo Stock Exchange, and some disclosure items and details are omitted.

1. Purpose of Acquisition of Shares (Consolidation)

NOVASELL, a consolidated subsidiary of the Company, is a marketing platform with a number of data-driven marketing solutions with optimization of advertising effectiveness at its core. Wild Side is an independent media branding powerhouse, with a small number of elite professional teams with capabilities needed in branding to nationwide TV media buying. With the Acquisition of Shares, NOVASELL will have the function to conduct media buying within its group, and will deliver more marketing effectiveness by providing the PDCA cycle based on program designation, short-term and short delivery buying, and real-time effect measurement in TV commercials.

2. Outline of the Company’s Subsidiary for Share Acquisition

(1) Company name	NOVASELL INC.
(2) Location	5F IK Bldg., 2-24-9 Kamiosaki Shinagawa-ku, Tokyo
(3) Representative	Representative Director and President Masaki Tabe
(4) Business overview	Marketing platform “NOVASELL”
(5) Share capital	JPY 100 MM
(6) Date of establishment	February 2022

3. Outline of the Target Company

(1) Company name	Wild Side Inc.
(2) Location	5F IK Bldg., 2-24-9 Kamiosaki Shinagawa-ku, Tokyo
(3) Representative	Representative Director Toru Teshirogi
(4) Business overview	Media buying business, Branding business
(5) Share capital	JPY 10 MM
(6) Date of establishment	January 2017

4. Future Outlook

The impact of the share acquisition on the Company's consolidated financial results for the fiscal year ending July 31, 2024 is minimal. Based on the policy of conducting continuous M&A, the Group will continue to consider many acquisition opportunities mainly in domains with synergies and expand the ecosystem while creating synergies.