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April 4, 2024

To our stakeholders:

3-20-2 Nishishinjuku, Shinjuku-ku, Tokyo
Cross Marketing Group Inc.
Miki Igarashi, President and CEO
(Code number: 3675 TSE Prime Market)
Contact: Koji Onozuka, Director & CFO
(Phone: +81-3-6859-2259)

Acquisition of the Shares of Creative Resource Institute Co. Ltd.

At an extraordinary meeting of the Board of Directors held on April 4, 2024, Cross Marketing Group Inc. (the Company) resolved to enter into a share purchase agreement to acquire Creative Resource Institute Co. Ltd. (CRI) as a subsidiary.

1. Purpose of the acquisition of shares

The Group (the Company and its subsidiaries and affiliates) aims to be a Marketing DX Partner that leads the businesses of customers to success by leveraging the strength of its research-based understanding of consumers to provide one-stop marketing implementation support.

CRI stations website direction and engineering personnel, mainly at advertising agencies, systems development companies, and website production companies in Tokyo and Fukuoka. It is also engaged in planning and proposing promotions and dispatching technical staff.

This acquisition will enable the Group to maximize support for customers and enhance efficiency by utilizing the resources of Group companies such as excrie Inc. and AlternaEx Inc. Moreover, through cooperation within the Group, as well as the enhancement of CRI's unique engineer training system, we expect the acquisition to lead to further expansion of the Group's engineering talent platform. We also believe that it will enable us to improve Group-wide productivity and design capabilities through coordination between the production divisions at each Group company.

Looking ahead, we aim to generate synergies with Group companies in the digital marketing businesses, accelerating the growth of this business.

2. Overview of Creative Resource Institute Co. Ltd. (CRI)

(1) Name	Creative Resource Institute Co. Ltd.			
(2) Location	Shimokitazawa-shigeta Bldg. 2-19-5 Kitazawa, Setagaya-ku, Tokyo			
(3) Position and name of representative	Hiroki Yazawa, Representative Director			
(4) Business description	Website director and engineer dispatching, branding plannings, sales promotions, advertising production			
(5) Share capital	10,000,000 yen			
(6) Date of establishment	April 28, 2000			
(7) Major shareholders and shareholding ratio	The major shareholders are individuals and are therefore not disclosed.			
(8) Relationship between the Company and CRI	Capital relationship	None		
	Personal relationship	None		
	Business relationship	None		
(9) Consolidated business results and consolidated financial position of CRI in the three most recent fiscal years				
	Fiscal year ended	March 31, 2021	March 31, 2022	March 31, 2023
	Net assets	160,274 thousand yen	203,096 thousand yen	255,409 thousand yen
	Total assets	365,910 thousand yen	432,860 thousand yen	485,067 thousand yen
	Net assets per share	801,373.59 yen	1,015,484.09 yen	1,277,046.01 yen
	Net sales	711,160 thousand yen	853,224 thousand yen	1,015,398 thousand yen
	Operating profit	21,111 thousand yen	50,405 thousand yen	62,172 thousand yen
	Ordinary profit	31,599 thousand yen	58,836 thousand yen	63,083 thousand yen
	Profit	23,829 thousand yen	42,822 thousand yen	52,312 thousand yen
	Basic earnings per share	119,149.05 yen	214,110.49 yen	261,561.92 yen

3. Overview of the counterparties to the share purchase agreement

(1) Names	The major shareholders are individuals and are therefore not disclosed.
(2) Address	
(3) Relationship between the Company and the relevant individuals	The Company has no significant capital, personal, or business relationships with the relevant individuals.

4. Number of shares acquired, acquisition price, and shareholding before and after the acquisition

(1) Number of shares held before the acquisition	0 shares (Number of units of voting rights: 0) (Ratio of voting rights held: 0.0%)
(2) Number of shares acquired	200 shares (Number of units of voting rights: 200)
(3) Acquisition price	Not disclosed due to the Company's duty of confidentiality to the counterparties to the share purchase agreement. The acquisition price has been determined through negotiation between the respective parties based on the share price evaluated by external experts, taking reasonable account of the results of a legal and financial examination by external attorneys and CPAs.
(4) Number of shares held after the acquisition	200 shares (Number of units of voting rights: 200) (Ratio of voting rights held: 100.0%)

5. Schedule

(1) Date of the resolution of the Board of Directors	April 4, 2024
(2) Date of the agreement	April 4, 2024
(3) Date of the share acquisition	April 4, 2024

6. Outlook

Through this acquisition, CRI will become a consolidated subsidiary of the Company. It is estimated that the impact of the acquisition on the Company's consolidated financial results will be insignificant. The Company will promptly announce any further developments requiring public disclosure.