Q2 Fiscal Year 2025 Financial Results

GLAD CUBE Inc. (Security code: 9561)

Aug 14, 2025

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1. Topics

1. Topics SPAIA, Inc.

On May 21, 2025, we established SPAIA, Inc., a wholly owned subsidiary incorporated in the State of Delaware, USA. Positioned to capture opportunities in the global sports betting market, SPAIA, Inc. seeks to establish a strong and sustainable market presence by delivering innovative services that leverage state-of-the-art AI technology and offer a distinctive, unprecedented perspective.

Company Name	SPAIA, Inc.
Representative	Hiroki Kaneshima, Chief Executive Officer (CEO)
Established	May 21, 2025
Headquarters	Dover, Kent County, Delaware, USA (Operational base to be established in Las Vegas, Nevada)
Business Overview	■ Global Horse Racing AI Prediction Platform Business Leveraging partnerships with overseas horse racing bookmakers, we generate commission income from betting ticket purchases, operate a global horse racing information media platform, provide AI-powered race predictions, and develop a horse racing data RAG (Retrieval-Augmented Generation) system. In addition, we are introducing proprietary Large Language Models (LLMs) and image recognition technologies into the international horse racing market, delivering innovative prediction services to the global audience.
Logo	SPAIA (Concept behind the new logo) The spiral of four vibrant colors embodies the essence of SPAIA: S - Success, Scale, Sports, Smart P - Prediction: representing the power of foresight AI - Artificial Intelligence and Analyse: combining advanced AI and analytical capabilities A - Advance: symbolizing forward progress The horseshoe-shaped spiral design illustrates how our AI operates—data flows, learns, and continuously evolves. It also represents how these four core elements interact and advance to higher levels. Against a black background, the four vivid colors express

SPAIA's mission—to uncover a clear path to victory from

vast volumes of horse racing data.



SPAIA, Inc. CEO HIROKI KANESHIMA

After working in the financial sector, Hiroki Kaneshima founded Glad Cube LLC in January 2007. The company was incorporated as Glad Cube Inc. in 2008, subsequently launching numerous services and products. In 2019, SPAIA received a Category Award at the "Inno Generation Award" hosted by Japan's Ministry of Internal Affairs and Communications. In September 2022, Glad Cube was listed on the Tokyo Stock Exchange Growth Market. Having conducted extensive research on the U.S. betting market, the company established SPAIA, Inc. to bring SPAIA—one of Japan's most popular services—into the U.S. market.



COO MIKE UESUGI

Previously served as an OS System Engineer at Apple Inc. and as Senior System Engineer Manager at IBM.

Subsequently founded Global Micro Solutions, serving as CEO and Founder.

Co-founded Social Rewards, Inc., where he served as CTO and Co-Founder, overseeing the technology division.

Appointed as an Outside Director of Glad Cube Inc. in 2015.



CMO GREG CANNON

Has overseen enterprise-level marketing projects for major industry leaders such as Caesars Entertainment and The Madison Square Garden Company.
Currently serves as Managing Partner at Interstate 15, a sports and entertainment marketing firm.
Acquired Virgen Advertising, one of the most established advertising agencies in Las Vegas, and became its Founder. In this role, has led brand development and growth strategies for key clients in the gaming and entertainment industries, including Circa Resort & Casino, sports betting media brand VSIN, and Daily Racing Form.

Additionally serves on the Advisory Board of the Las Vegas Academy of the Arts, and as an advisor to multiple emerging entertainment and technology ventures.



Earned a Master's degree in Computer Science from École Centrale Paris.

While at university, founded Happysalada and served as CEO / Founder.

Subsequently worked as a developer at Bebot, and in 2015 was appointed Technical Advisor to Glad Cube Inc., a role he continues to hold today.

In 2018, assumed the position of Chief Technology Officer (CTO) at Union.

Later served as Senior Developer at Kraken, and is currently serving as Senior Developer at Tower Research Capital.



CRO JOSEPH MORIN

As Managing Director at Equitymind Ventures, responsible for supporting fundraising and strategic partnerships for startup companies. As Co-Founder of Social Rewards, developed products such as "Selfie with Me."

Has held executive roles, including Vice President, overseeing overall marketing at Travelzoo, Boost Search Marketing, UsedCars.com, and AutoWeb. Served as a board member at Klout, SecureMac, and Expert Dojo, advising and supporting the growth of startup companies.

Also serves as a mentor for entrepreneurship programs at Chapman University.

1. Topics New Products & Services

New Products & Services Released in Q2 FY2025 (April–June)

New Services in the SaaS Segment



Launch of New SiTest Feature: Video Widget

On April 21, 2025, we released two new video features for the "No-Code Widget" on SiTest.





Launch of New Service: SwiPage - Swipe-Style Landing

Page Builder

On April 15, 2025, we launched "SwiPage," a swipe-style landing page builder designed to





Launch of New Service: SiTest Engage
On May 28, 2025, we launched "SiTest Engage,"
a next-generation engagement solution designed
to build new forms of interaction with website visitors.



Strengthening Sales Framework for Resnavi E-learning



Courses

with Komazawa University, targeting the university's students.

New Services in the Digital Advertising & Creative Segment



New Service in the Digital Marketing Domain On June 25, 2025, we launched a new e-commerce support service utilizing TikTok Shop.

New Services in the SPAIA Segment



Entry into the Global Horse Racing Market
On May 21, 2025, we established a new overseas
subsidiary, SPAIA, Inc., in the State of Delaware, USA, with plans to
develop a global AI-based horse racing prediction platform business.

New Services in the DX Development Segment



Certified as an Official Partner of Alibaba Cloud, the No.1
Cloud Service Provider in the Asia-Pacific Region
On April 30, 2025, we launched a billing agency service for Alibaba
Cloud in the Japanese domestic market.



Development of New Services Utilizing Cutting-Edge Technologies On June 17, 2025, we launched "AvaTwin," an Al avatar-based service designed to support investor relations (IR) activities.

On June 24, 2025, we began offering "AvaTwin for HR," a specialized solution to support human resources and recruitment operations using Al avatars.



2. Financial Highlights

2. Executive Summary

Revenue

YoY + 10.9%

863 millions JPY vs. Plan +5.0%

Operating Profit

Same period last year -105 million JPY

-49 millions JPY

Operating Profit

Same period last year -108 million JPY

-52 million JPY

FY2025 Q2 (First Half) Overview

(Company-wide Revenue)

In Q2 of FY2025, revenue increased by +10.9% year over year, and also exceeded the company's plan by +5.0%, reflecting solid performance.

Additionally, Q2 marked a record-high quarterly revenue.

(Company-wide Operating and Ordinary Profit)

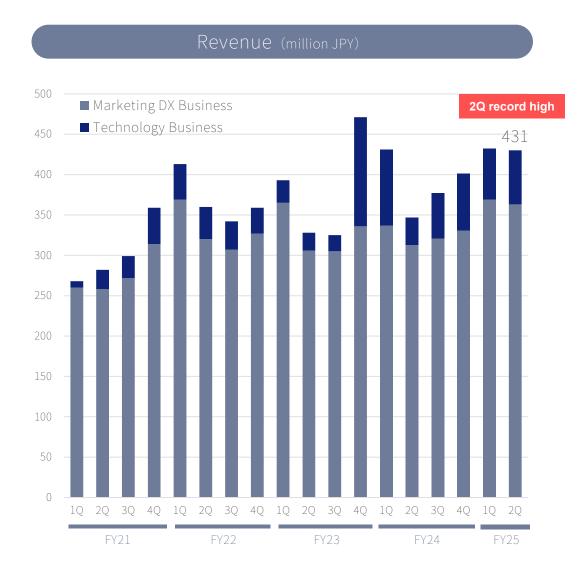
Both operating profit and ordinary profit showed significant improvement compared to the plan. The improvement in operating loss was driven by higher-than-expected revenue, as well as cost reductions resulting from expense reviews and operational efficiency initiatives.

(Revenue by Segment)

- Revenue in the Marketing DX segment exceeded the plan by +9.1%, driven by an increase in customer unit price through stronger customer engagement.
 In addition, solid performance in SaaS tool sales, as well as consulting and creative services, contributed to the positive results.
- Revenue in the Technology segment fell short of the plan, primarily due to a decline in paid memberships for SPAIA Keiba and delays or cancellations of development projects in the DX development area.

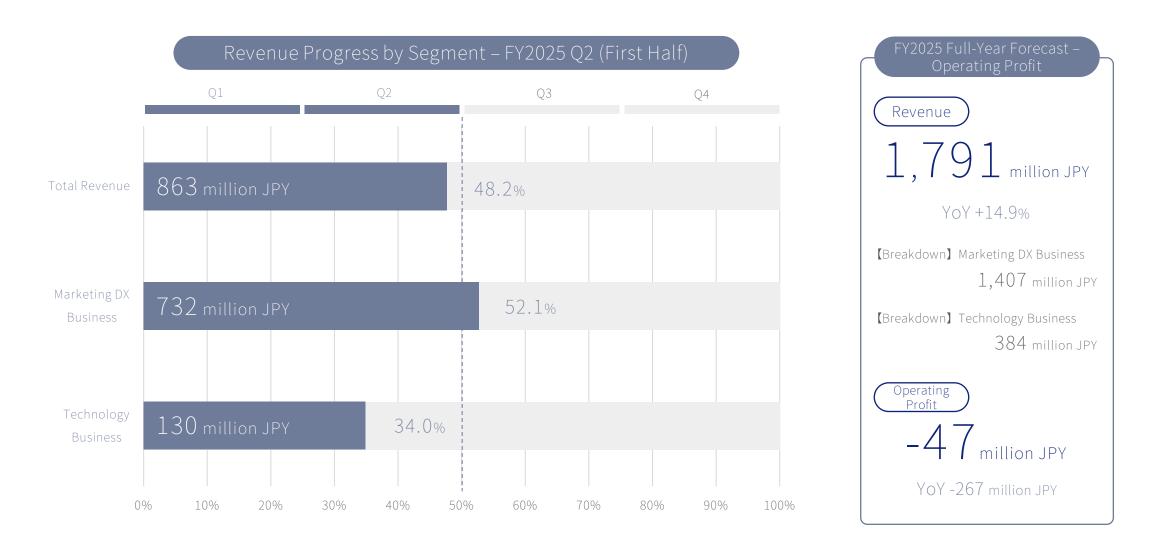
 Some projects were postponed or suspended due to reasons attributable to the clients.

2. Financial Performance Trends





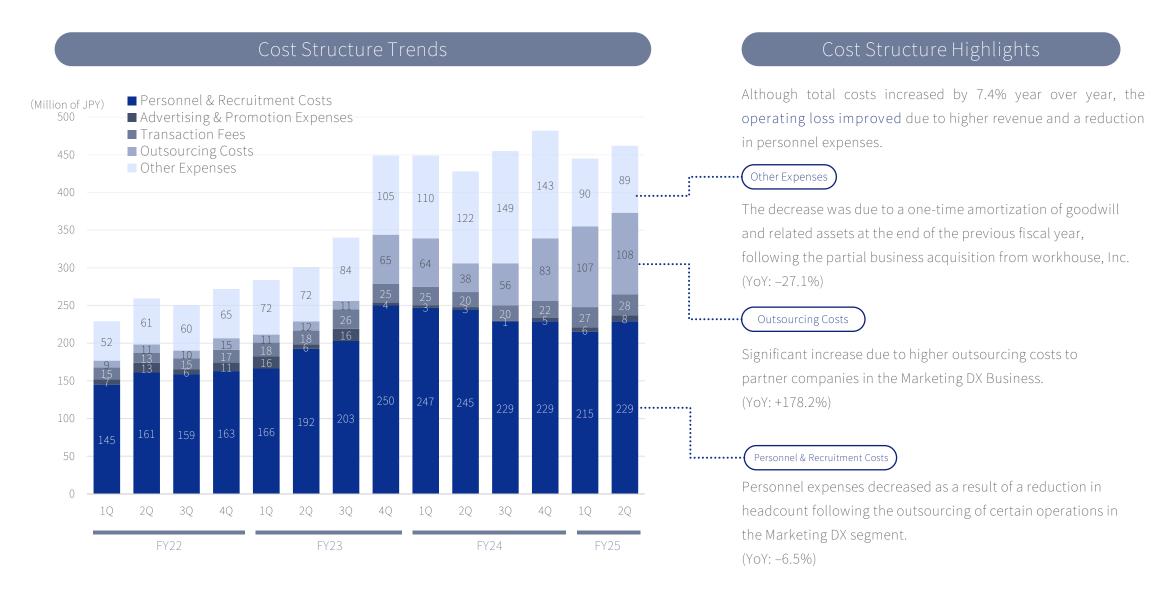
2. Revenue Progress by Segment



2. Business Highlights

	FY2024 Q2 (First Half) Cumulative Results	FY2025 Q2 (First Half) Cumulative Results	YoY
Revenue	778 million JPY	> 863 million JPY	+10.9%
Gross Profit	647 million JPY	> 593 million JPY	- 8.2%
Operating Profit	-105 million JPY	> -49 million JPY	_
Ordinary Profit	-108 million JPY	> -52 million JPY	_
Net Income for the First Half	-85 million JPY	> -52 million JPY	_

2. Cost Structure Trends





2,215

(Unit: Millions of JPY)

Liabilities 1,516 Other Assets 888

As of the end of June 2025, we maintained a strong cash position And achieved a stable financial base with an equity ratio of 31.5%.

We will continue to pursue further business expansion and maximize corporate value.

As of the end of June 2025

3. Business Segment Highlights

3. Business Segment Highlights

Marketing DX Business

Q2 Cumulative Revenue

vs. Plan

732 million JPY

+9.1%

Revenue in the Marketing DX segment <u>significantly outperformed the plan, coming in at +9.1% vs. plan.</u>

This was driven by strong performance in SiTest tool sales, consulting, and website development.

Additionally, enhanced customer engagement in both online advertising and SaaS contributed to an increase in average revenue per customer.

Technology Business

Q2 Cumulative Revenue

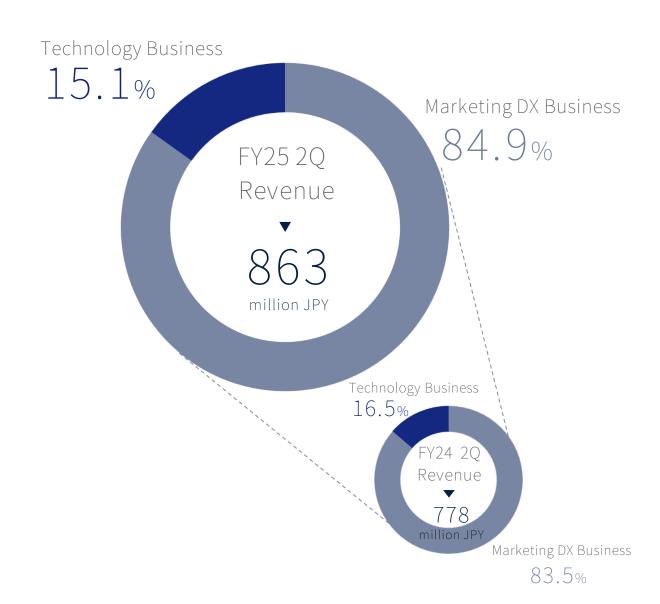
vs. Plan

130 million JPY

-13.0%

Revenue in the Technology segment fell short of the plan (-13.0% vs. plan), primarily due to a decline in paid memberships for SPAIA Keiba, as well as the cancellation or postponement of certain development projects in the DX development area, some of which were delayed for reasons attributable to clients.

However, on a year-over-year basis, revenue <u>increased by +2.0%</u>, <u>maintaining a positive growth trend</u>.

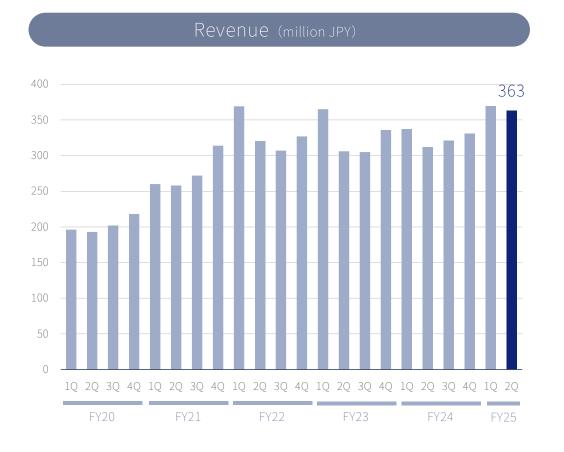


- 1 Online Advertising
- 2 SaaS

Marketing DX Business

Online Advertising and SaaS (SiTest – Website Analytics & Optimization Tool)

3-1. Marketing DX Segment Performance







Overview

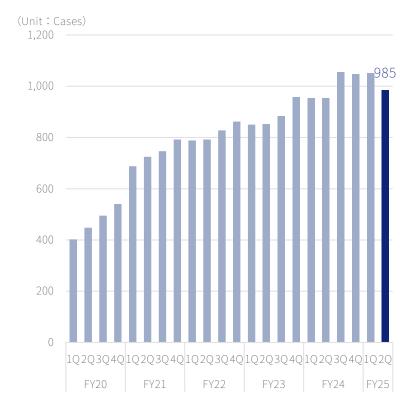
- Full-Year Progress Rate Revenue: 52.1% (+9.1% vs. Q2 Plan)
- Revenue increased, driven by strong performance in SaaS tool sales, consulting, and website
 development. Additionally, the average revenue per user (ARPU) across the Marketing DX
 Business also improved.
- Operating profit in the Marketing DX Business improved, supported by a reduction in personnel expenses resulting from a decreased number of employees, as certain operations were outsourced starting this fiscal year.
- $\bullet \quad \hbox{Operational improvement initiatives have been continuously implemented following Q1}.$

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3-1. Marketing DX Segment KPI Trends

Quarterly Trend of Average Active Accounts (SaaS + Online Advertising)

The number of active accounts temporarily declined, primarily due to a decrease in new customer acquisitions and an increase in churn rate.



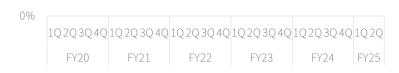
Definition: Total number of customers in the SaaS and online advertising teams

SiTest: Quarterly Trend of Net Revenue Churn Rate (Net Revenue Churn Rate)

The churn rate remained low, maintained below the 1.5% target level, as a result of strengthened customer success initiatives.



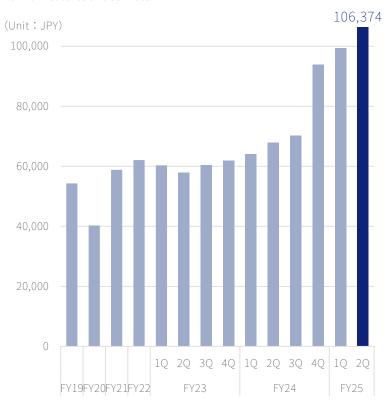




Definition: (Lost MRR – Expansion MRR from existing customers) / MRR at the beginning of the month (i.e., end of the previous month)

SiTest: Quarterly ARPU Trend

ARPU (Average Revenue Per User) increased, supported by the introduction of new features and services.



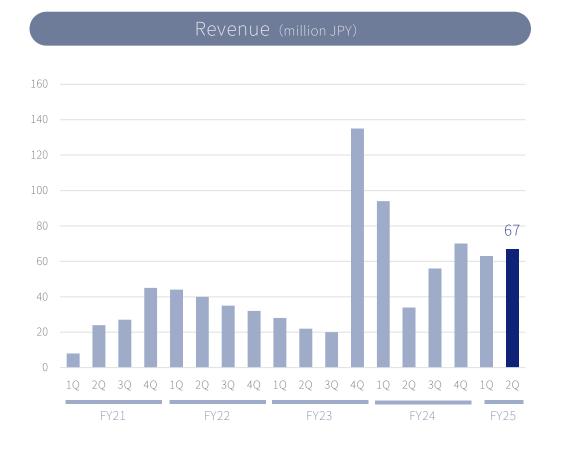
Definition: Net monthly (or annual) revenue per user

- 1 Sports Media
- 2 Sports Data Center
- 3 System Development & DX Suppor

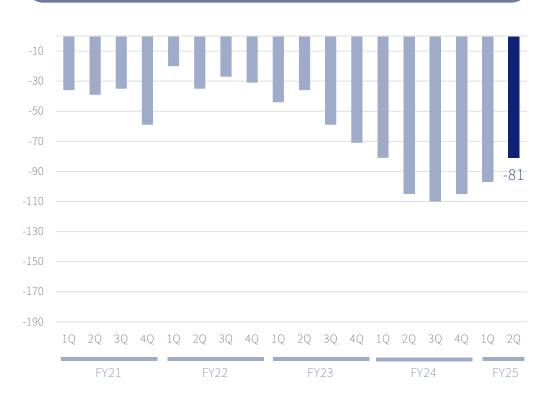
Technology Business

Sports Media & Data Platform Operations (SPAIA / DRAGON DATA CENTER) and AI-driven DX Development

3-2. Technology Business Performance





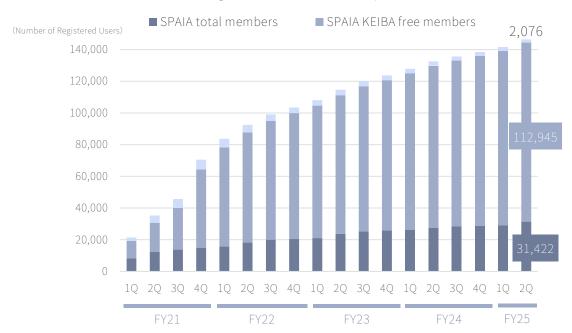


Overview

- Full-Year Progress Rate Revenue: 34.0% (-13.0% vs. Q2 Plan)
- The recognition of SPAIA increased through widget integration and content distribution on "Sports Navi," including SPAIA Keiba. As a result, the total number of SPAIA members grew steadily to 146,000, 10.5% increase year over year.
- DX development has spearheaded the launch of new products and services, contributing to the company's growth. It has also made a significant contribution to promoting operational efficiency by supporting the implementation of management systems.
- In terms of operating profit, although SPAIA Horse Racing experienced a decline in the number of paid members and certain DX development projects were either canceled or postponed, the operating loss was reduced through appropriate personnel allocation and the implementation of operational improvement initiatives.

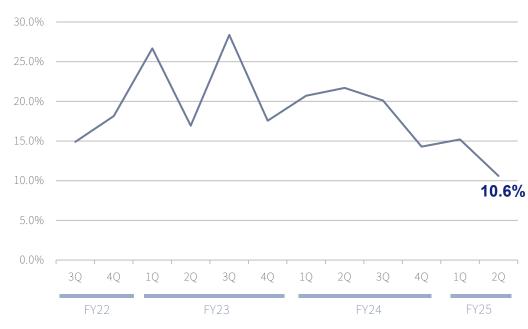
SPAIA / SPAIA KEIBA – Membership Trends

Total SPAIA registered members: 146,443 (+13,945 YoY)



SPAIA KEIBA – Paid Conversion Rate

The conversion rate from free to paid memberships remained at a high level



Note: The paid conversion rate has been calculated since September 2022. The figures shown represent the quarterly average.



- (SPAIA) Provided the Pitch-by-Pitch Live Updates widget to LINE Yahoo's "Sports Navi" platform
- (SPAIA) Partnered with MBS Radio to launch "SPAIA Challenge," a professional baseball game prediction content series
- (SPAIA KEIBA) Maintained a high free-to-paid conversion rate; steady growth in free membership acquisition
- (SPAIA KEIBA) Began content distribution on "Sports Navi," one of Japan's largest sports media platforms
- (SPAIA KEIBA) Provided data to Nippon TV's Going! Sports & News program

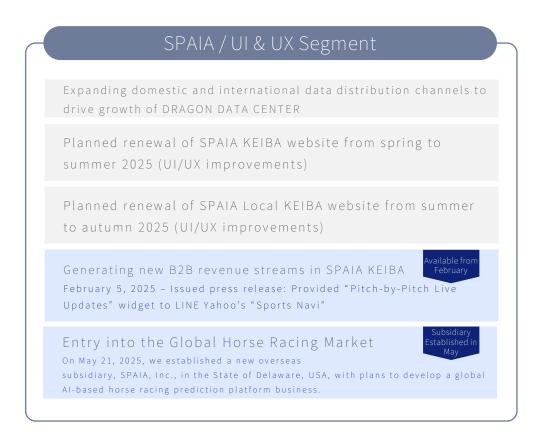
4. Growth Strategy / Mid-Term Outlook

Going beyond existing business domains to maximize inter-business synergies and create new value



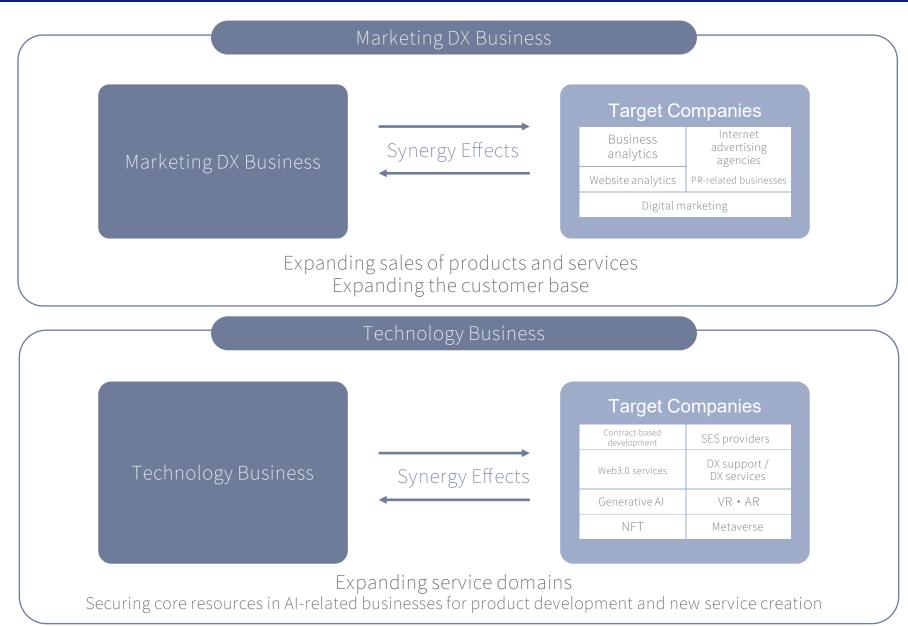


Establishing our foundation as a technology company and creating new value through the power of "Sports X Data X AI"





4. Initiatives toward business and capital alliances and M&A



4. Growth Strategy – Progress Update

Steadily launching and rolling out new services toward the goal of 10,000 million JPY or more in sales

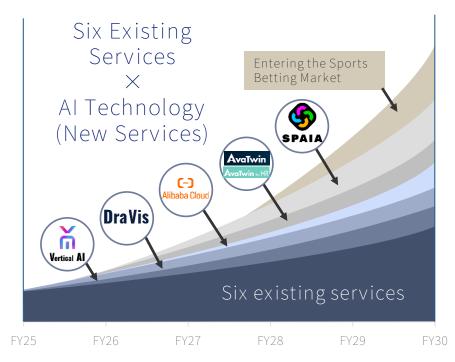
Status of New Service Launches and Rollouts in the Current Fiscal Year

- ✓ February Launched "Dra Vis," a vertical short drama production service
- ✓ April Launched "SwiPage," a swipe-style landing page creation service
- ✓ April Added two new video features to SiTest's "No-Code Widgets"
- ✓ April Began offering Alibaba Cloud billing agency services in the Japanese market as an authorized distributor
- ✓ May Launched the "SiTest Engage" service
- ✓ June Launched "AvaTwin," an Al avatar–based IR support service, and "AvaTwin for HR," an HR support service
- ✓ June Launched an e-commerce support service utilizing TikTok Shop

Status of Entry into New Markets (U.S. Market) in the Current Fiscal Year

✓ May – Established overseas subsidiary "SPAIA, Inc." in Delaware, U.S., to launch a global horse racing AI prediction platform business

4. Growth Vision – Glad Cube: Becoming a Global Leader in Al Technology



Note: The medium- to long-term growth vision is solely an indication of the Company's management objectives and is not intended to suggest the timing of their achievement, nor does it guarantee their realization.



Entry into the Sports Betting Market

Collecting data from various sports and processing it with AI technology to deliver tailored outputs that meet corporate needs, providing them to sports betting–related companies worldwide.



Global Horse Racing AI Prediction Platform Business

Combining AI technology with deep expertise in horse racing to develop an AI-powered horse racing prediction model utilizing a proprietary LLM, and providing it to overseas partner companies.



Al Avatar Creation Service "AvaTwin"

Utilizing the latest AI technology to generate "impactful content" through AI avatars, enabling efficient investor communications and offering a video generation service applicable to various HR scenarios.



Alibaba Cloud Services

A high-recurring-revenue business providing value-added services such as Alibaba Cloud implementation support, technical assistance, and operations/maintenance.



Dra Vis

An Al-powered vertical short drama production service focused on storytelling and emotional appeal.



Vertical AI

 $An \ Al \ technology-based \ service \ that \ automatically \ converts \ horizontal \ videos \ into \ native \ vertical \ videos.$

Glad Cube aims to enhance corporate value by leveraging "Internet Advertising," "SaaS," "Talent Support (Resnavi)," "SPAIA," "DX Development," and "Alibaba Cloud Services" as its core business domains, integrating innovative AI technology.

With AI technology as the core driver of business growth, we will accelerate expansion both in Japan and overseas, enter high-growth markets, and create new markets through continuous innovation.

Through these efforts, we will position ourselves as a leading company in AI technology and deliver long-term value worldwide.

Appendix

Company History

Business Overview and Model

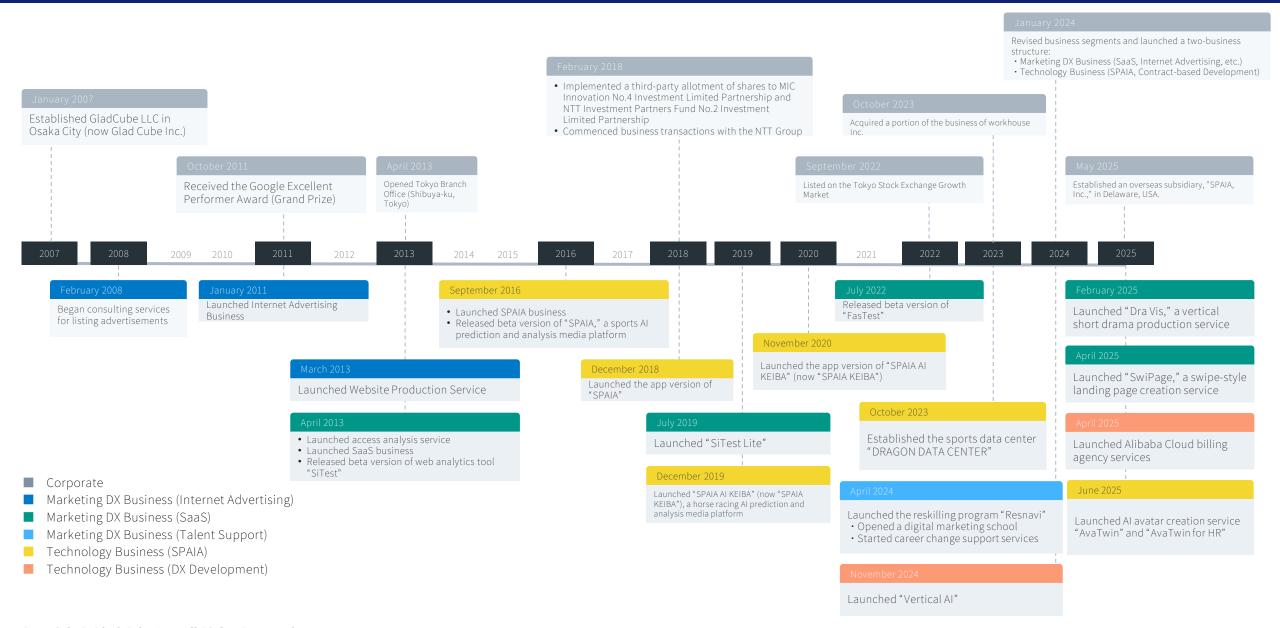
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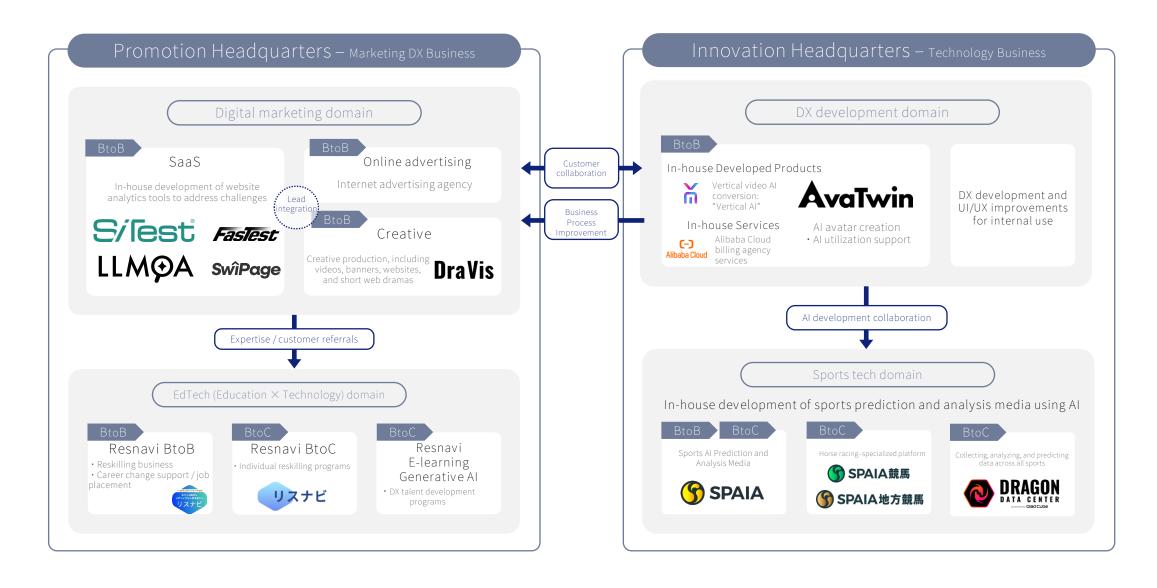
B/S

Management Resources – Employee Trends

Management Resources – ESG Initiatives

Company History





SaaS Team

Business Overview

In-house development of website analytics tools to address client challenges

Services



Website analytics and optimization tools



Reskilling services



Swipe-style landing page creation service

Revenue Model

- · Tool sales through in-house and agency channels
- · Website analytics consulting services
- · Creative production fees, such as website development

Online Advertising Team

Business Overview

Handles a wide range of internet advertising, including listing ads, SNS ads, and DSP operation outsourcing

Strengths

Highly recognized capabilities in web ad operations and access analytics

Revenue Model

- Advertising operation agency fees
- Tool sales in collaboration with the SaaS team

Talent Support Team

Business Overview

Operates a digital marketing school and provides career change support for participants

Revenue Model

- Tuition fees for the digital marketing school
- Placement fees from introducing talent to companies

Creative Team

Business Overview

Create high-quality websites, landing pages, videos, and images tailored to client needs and integrated with advertising campaigns

Services



Vertical short dramas

DraVis

Support corporate marketing through the use of short dramas

Revenue Model

- · Landing page creation, video production, and filming
- Production and support for landing pages, banners,

and videos integrated with advertising campaigns

SPAIA / DRAGON Team

Business Overview

In-house development of sports Al prediction and analysis media

Services





Sports Al prediction and analysis media





Sports data center

Revenue Model

- · Sales of widgets for pitch-by-pitch live updates and game outcome predictions
- Provision of analytical data

DX Development Team

Business Overview

Providing innovative solutions utilizing Al and other digital technologies

Development/design, customer sales strategies, end-to-end development, and marketing support

Services



In-house Developed Products Vertical video AI conversion: "Vertical AI"



In-house Services Alibaba Cloud Alibaba Cloud billing agency services

Revenue Model

- Development of video analysis systems with generative Al

- Generative AI reskilling services

UI/UX Team

Business Overview

Team structure integrated with SPAIA/DRAGON, contract-based development, and new business development

Collaboration with SPAIA, Inc.

Overview of Collaboration

Providing innovative technologies to build the service framework of SPAIA, Inc.

Collaboration on the development of one of the world's largest comprehensive horse racing information platforms

Collaboration on the development of nextgeneration Al prediction systems

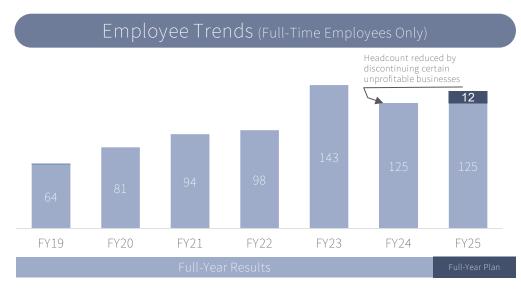
Collaboration on the development of the industry's first RAG service with a horse racing-specialized AI knowledge base

	FY2024 Q2	FY2024 Q2	YoY Change		Full-Year	
	(Interim Period)	(Interim Period)	Amount of Change	Rate of Change	Forecast	Progress Rate
Revenue	778 million JPY	863 million JPY	84 million JPY	10.9%	1,791 million JPY	48.2%
Gross Profit	647 million JPY	593 million JPY	-53 million JPY	-8.2%	1,299 million JPY	45.7%
(Gross Profit Margin)	83.1%	68.8%	-14.3%		72.5%	
Selling, General and Administrative Expenses (SG&A)	752 million JPY	643 million JPY	-109 million JPY	-14.5%	1,347 million JPY	
Operating Income	-105 million JPY	-49 million JPY	55 million JPY	_	-47 million JPY	_
Ordinary Income	-108 million JPY	-52 million JPY	56 million JPY	_	-61 million JPY	_
Net Income	-85 million JPY	-52 million JPY	32 million JPY	_	-62 million JPY	_

(million of JPY)	FY2024 Year-End	FY2025 Q2 (Interim Period)
Current Assets	2,308	1,977
Cash and Deposits	1,661	1,327
Accounts Receivable	415	418
Advances Paid	160	155
Others	71	76
Non-Current Assets	259	236
Tangible Fixed Assets	32	28
Intangible Fixed Assets	68	64
Investments and Other Assets	158	143
Deferred Assets	2	1
Total Assets	2,570	2,215

(million of JPY)	FY2024 Year-End	FY2025 Q2 (Interim Period)
Current Liabilities	1,265	1,089
Accounts Payable	407	414
Current Portion of Long-Term Borrowings, etc.	272	261
Accrued Liabilities	108	75
Others	475	337
Non-Current Liabilities	555	427
Total Liabilities	1,820	1,516
Total Net Assets	750	699
Total Liabilities and Net Assets	2,570	2,215

Management Resources – Employee Trends

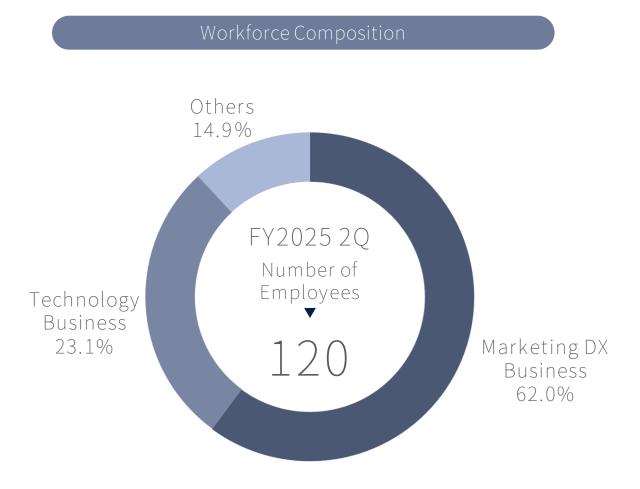


As of the end of June 2025, the number of employees was 120, against the FY2025 year-end target of 137

(Among them, 2 joined by the end of June; 4 have accepted offers excluding new graduates)

FY2025 Hiring Pr	ogr	ess (Full-Time Employees Only)	Turnove	er Rate
July hires	2	Development (1), Corporate Strategy Division (1)	FY2022 FY2023	23.0%
August hires	1	Promotion Headquarters (1)	FY2024	25.2%
Scheduled to join from	0		FY2025	12.1%

We provide an environment where highly motivated individuals gather. As a result, some employees actively envision their own career paths and move on to the next stage of growth. At the same time, we are strengthening retention support and investment in talent development, aiming to balance organizational stability with sustainable growth.



Vision

Eliminate discrimination based on age, gender, nationality, or educational background, and embody 21st-century management

Our Goal

We have formulated a General Employer Action Plan based on the Act on the Promotion of Female Participation and Career Advancement in the Workplace.

To create a work environment where women can play an even greater role, we have established a four-year General Employer Action Plan covering the period from April 1, 2022 to December 31, 2026.

- ncrease the ratio of female managers to 30% or more
- Publicize systems such as childcare leave under the Child Care and Family Care Leave Act, childcare leave benefits under the Employment Insurance Act, and maternity leave under the Labor Standards Act, and build a support system for balancing work with childcare and family care responsibilities

Ratio of female executives —	33.0%
Ratio of full-time female executives —	60.0%
Ratio of female full-time employees —	39.2%
Ratio of female managers —	25.0%
Breakdown of Ratio of managers (equiva	lent to section manager) — 28.5%
Managers Ratio of leaders (equivalent	to assistant manager) — 40.0%

Note: Although leader positions are not classified as "managing supervisors" under the Labor Standards Act, they are considered managerial positions as they are responsible for managing teams.

Childcare Leave Acquisition Rate

100.0% Female employees 50.0% Male employees

Note: For female employees, the childcare leave acquisition rate is calculated as: Number of employees who took childcare leave - Number of employees who gave birth For male employees, it is calculated as:

Number of employees who took childcare leave ÷ Number of employees whose spouse gave birth



In the Osaka City "Leading Company for Women" certification program, the Company was certified as a three-star (highest rank) company as of September 1, 2023.

Furthermore, in FY2025, the Company received the Excellence Award in the Small and Medium-Sized Enterprise category in the Mayor's Awards for the "Leading Company for Women" program.

Disclaimer

This material contains statements regarding future outlooks. Such statements are based on information available at the time they were prepared. These statements do not guarantee future results or performance.

Forward-looking statements involve known and unknown risks and uncertainties, and actual results or financial conditions may differ significantly from the forecasts or projections explicitly or implicitly indicated in such statements.

Factors that may influence actual results include, but are not limited to, changes in domestic and international economic conditions and trends in the industries in which the Company operates.

In addition, information regarding matters or organizations other than the Company is based on publicly available information, and the Company has neither verified nor guarantees the accuracy or appropriateness of such information.