



First Quarter FY2025

Financial Results

KOKOPELLI Inc. (stock code: 4167)

August 14, 2025

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01

Highlights

Although revenue and profit declined in 1Q, steady progress has been made in laying the foundation for medium- to long-term growth, including developing Big Advance into an AI agent, launching new services for financial institutions, and releasing the system for BIG ADVANCE GLOBAL

Consolidated net sales for FY2025 1Q decreased by 27.2% year on year

Sales decreased due to the absence of large subsidies recorded in the previous year under DX Solutions.

Due to proactive investments in BIG ADVANCE GLOBAL, EBITDA declined by 91.4% year on year, and operating income turned to a loss.

Excluding BIG ADVANCE GLOBAL, EBITDA amounted to ¥61 million and operating income to ¥14 million, both recording a profit.

The new service “BM Portal” has been introduced to financial institutions for the first time.

The business matching management service for financial institutions was launched at Kyoto Bank.

The system for the overseas business matching platform “BIG ADVANCE GLOBAL” was released.

The system for “BIG ADVANCE GLOBAL” was released on June 20 and will be gradually put into operation by each financial institution.

Consolidated Financial Results

Sales

440million yen
(YoY -27.2%)

EBITDA ^(*2)

8 million yen
(YoY -91.4%)

Operating profit

-48 million yen
(51 million yenYoY)

Current Status of Big Advance

Number of BA-installed financial institutions

79

Number of member companies

58,394

Total number of users

221,056

Average churn rate

1.30 % ^(*1)

(*1) Churn rate : Unsubscribed companies during the month / Subscribed member companies at month-end (12-month average from July 2024 to June 2025).

(*2) EBITDA is calculated by operating profit + depreciation + goodwill amortization + stock-based compensation expense.



02

Company & Business Overview

Company Overview

Name:	KOKOPELLI Inc.
Address:	Kioicho Bldg. 11th floor, 3-12 Kioicho, Chiyoda-ku, Tokyo
Established:	June 2007
CEO:	Shigeru Kondo
Capital:	812 million yen *As of June 30, 2025
Number of Group Employees:	132(permanent & part-time) *As of June 30, 2025
Group Companies:	Kokopelli Management Support Inc. Key Point Inc.
Overview:	Business platform <ul style="list-style-type: none">• Operation of “Big Advance”, a management support platform for SMEs• DX Solutions



Find the future in corporate value

In concert with financial institutions,
we help sprout the seeds of
possibilities in companies across Japan.



Service Contents

- Core focus on a B2B SaaS model that supports the growth of SMEs and regional revitalization (*1)
- Expanding services for financial institutions' DX and those leveraging generative AI

Big Advance

Management Support
Platform for SMEs



Corporate Portal Site

Overseas Business
Matching Platform



Business Matching
Management



DX Solutions

File transfer and sharing
service



Consulting on utilization
of subsidies



Specialized AI FAQ










(*1) Abbreviation for “Software as a Service”. Software applications offered on Cloud by service providers which users can access through the network.

Our Business (Big Advance)







- A BtoB SaaS model management support platform for SME clients of financial institutions.
- Provides a wealth of functions with competitive price offers to accelerate the pace of DX at SMEs.
- Aspiring to be the essential infrastructure for SMEs.

Basic Functions

-  **Business matching**
Facilitate business matching across regions through financial institutions.
-  **Chat with financial institutions**
Communicate directly with people in charge at financial institutions.
-  **Subsidies and grants**
Access proprietary database with details of all municipalities across the country.
-  **Discussion with professionals**
Connect with the most appropriate advisors in times of need.
-  **Automatic website creation**
Easily set up websites by entering simple details into prescribed format.
-  **“FUKURI” welfare program**
Deliver welfare and benefits to employees in the form of coupons which can be used on the website.
-  **Safety check**
Check safety of employees in times of emergencies with a push of a button.
-  **Business chat**
Smooth intra-company communications regardless of time and place.

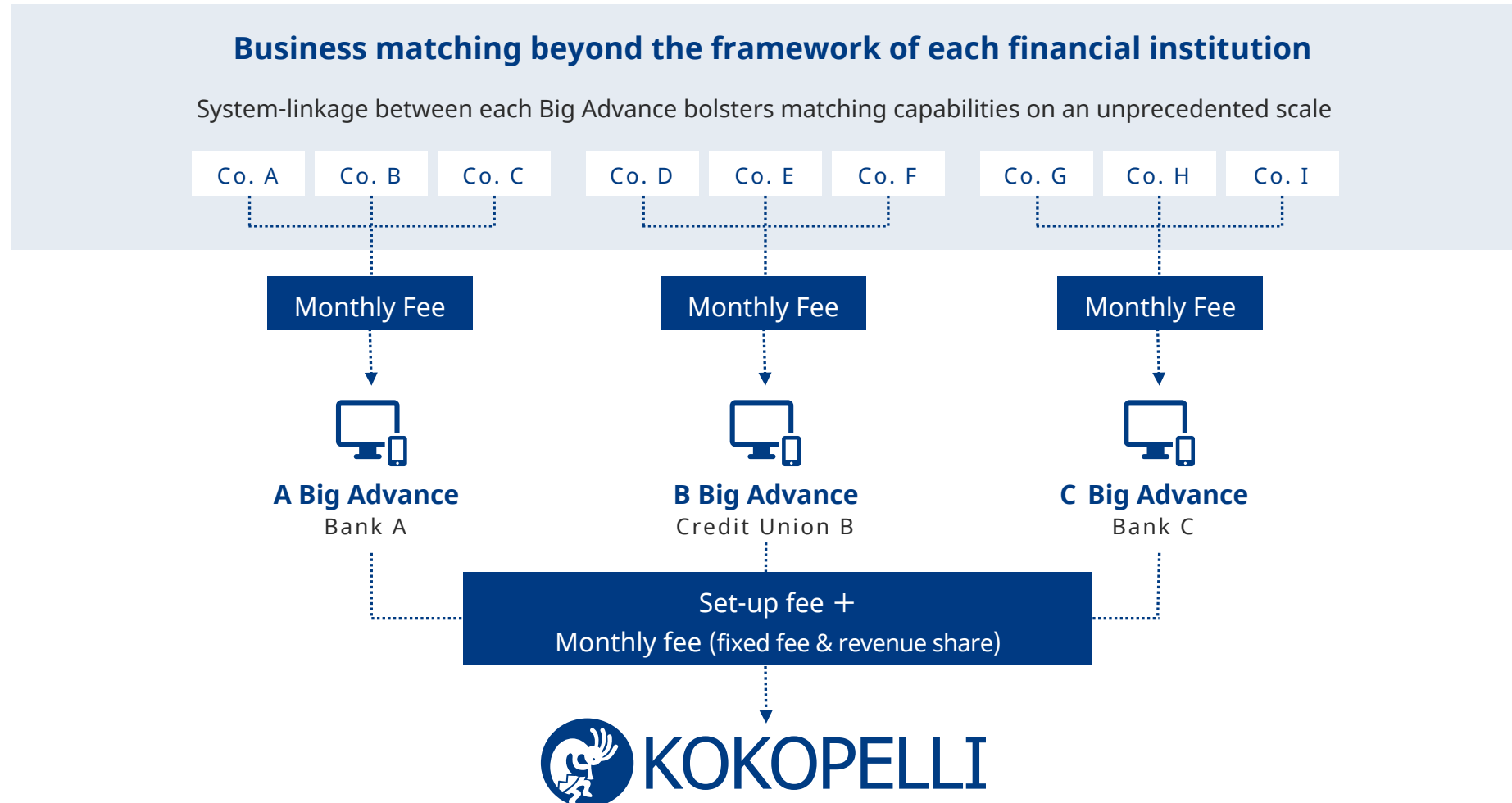
Optional Functions

*Optional only for requested financial institutions

-  **Crowd Funding**
Attract funding by sharing your passion to a common future.
-  **Management Discussion Forum**
Talk freely on managerial issues with other company managements.
-  **Business Succession**
Allows to acquire essential knowledge and calculate share prices in preparation for business succession.
-  **“CHANTO Attendance Management”**
Easy-to-use labor time management system with travel expenses and other expenses adjustment and settlement features
-  **“CHANTO Invoice”**
Simple operations to issue invoices and receive forms in line with the new invoice system and the revised Electronic Book Preservation Act.
-  **Subsidies Application Support**
Seek professional guidance on the utilization of subsidies and obtain specialized assistance for application processes.

How “Big Advance” Works

Innovative Services for SMEs: “XX Big Advance” for each Financial Institution - Breaking Regional and Institutional Barriers



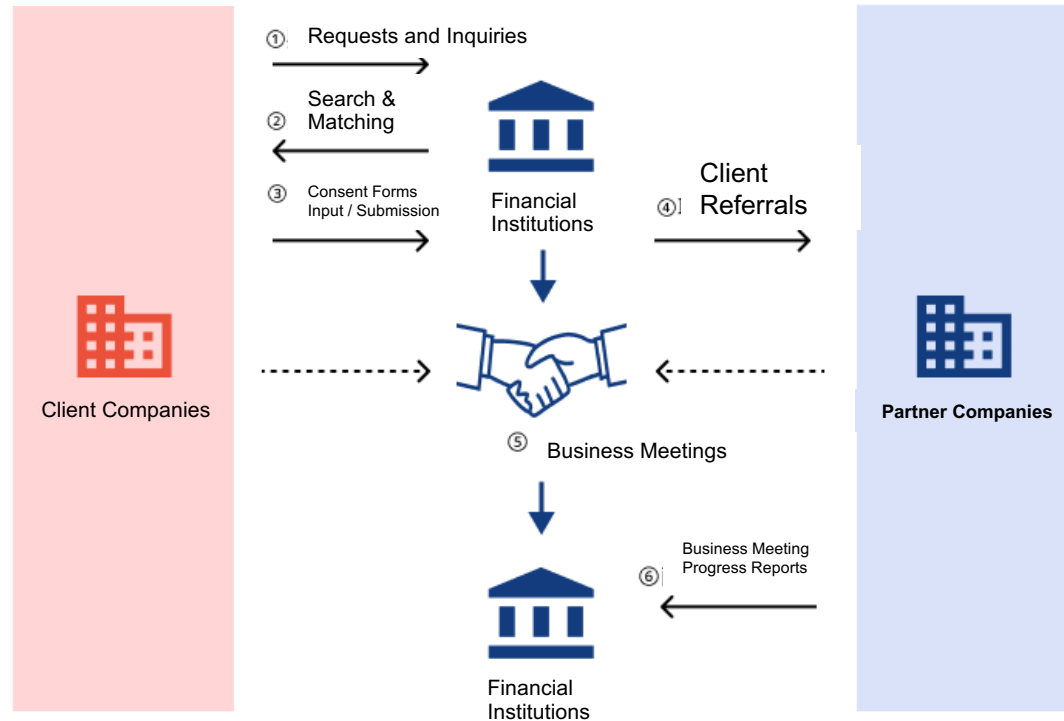
BM Portal: Business Matching Management for Financial Institutions

Released the “BM Portal,” a platform for centralized online management of business matching operations at financial institutions.



BM Portal

Business Matching Mechanism



Key Features

- Management of Partner Companies' Service Information
- Digitization of Business Referral Agreements
- Tracking and Managing the Progress of Business Matchings
- Systematization of Business Matching Knowledge and Case Studies
- Equipped with Flexible Workflow Features
- Centralized Operations through Invoice Issuance Function

Specialized AI FAQ (SAF) for inquiry operations at a Financial Institution

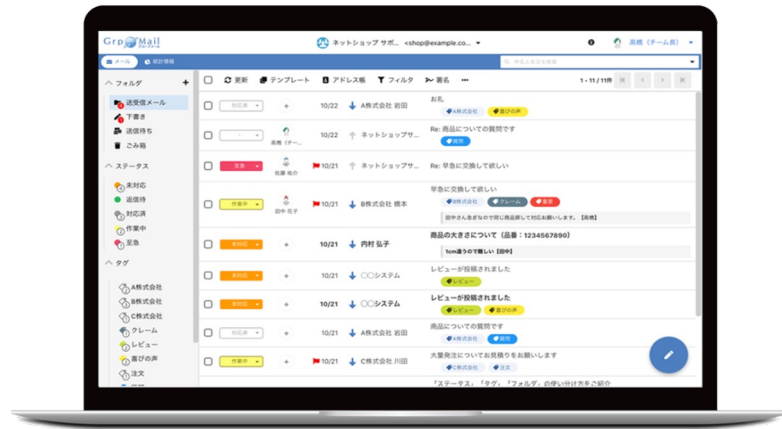
Utilizing Generative AI for Internal Inquiries on Policies and Documents within Financial Institutions



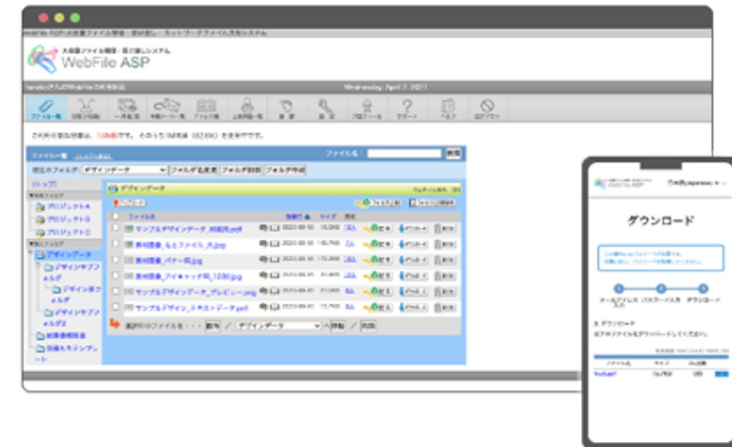
- Developed FAQ functions by training AI with work regulations and manuals to create chatbots that can answer questions.
- By leveraging generative AI for internal inquiries regarding policies and documents, employees can quickly access the information they need.
- This ensures access to the most up-to-date information at all times, supports new employees in quickly catching up with their roles, and reduces the burden of responding to inquiries.

GrpMail & WebFile: File Transmission, Reception, and Sharing Services

- Developed and provided by Key Point, a group company.
- Introduced to over 2,000 companies to date.
- Addressing Information Security Challenges Such as File Attachment Transmission and Paperless Operations



A simple interface that prevents duplication and oversight, with a shared email management system



Corporate email transmission and sharing system that consolidates file transfers and retrievals





03

Key Topics

The Hiroshimashi Credit Cooperative began offering “Shishinyo Big Advance”

The service has been offered since June 2025 to support small and medium-sized enterprises (SMEs).



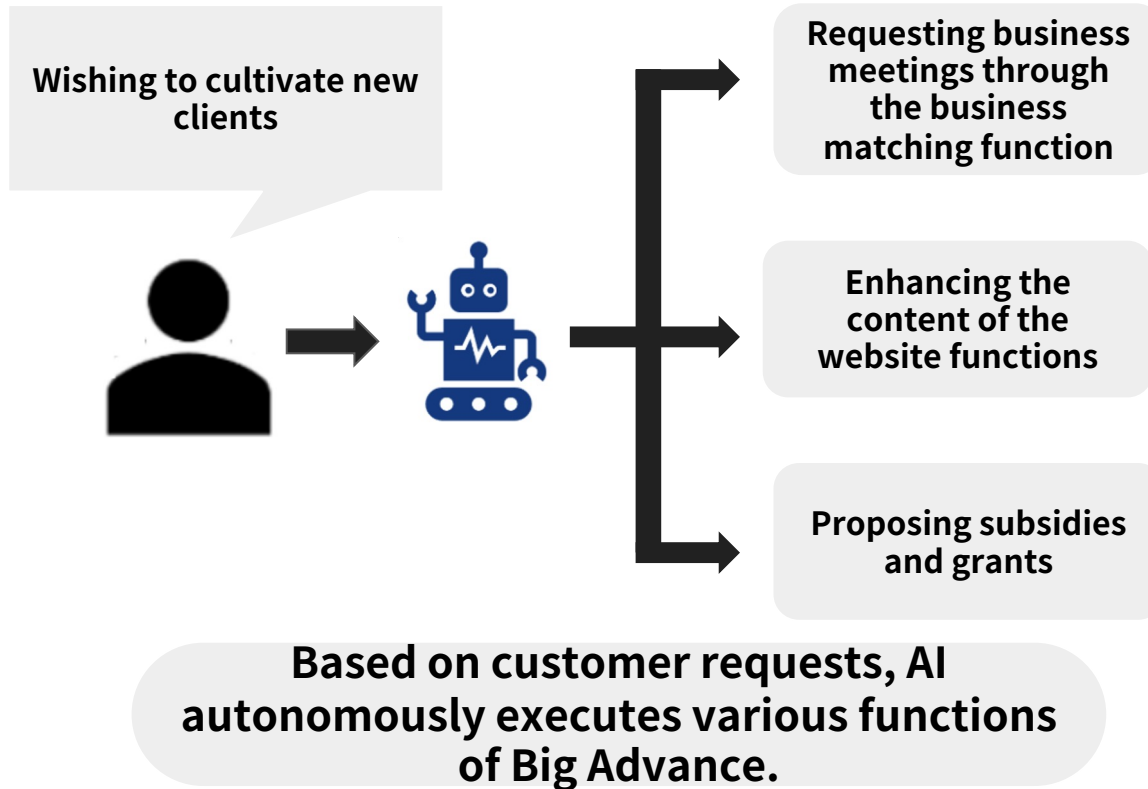
[Background of Introduction]

- The Hiroshimashi Credit Cooperative has set forth its management vision of becoming “the most reliable community bank.” As a financial institution that aims to be trusted by the local community, it places the highest importance on building strong relationships of trust with the region.
- By participating in Big Advance, the bank can create connections beyond its local area, which are expected to lead to the expansion of sales channels and the creation of new businesses. Based on these expectations, the decision was made to introduce Big Advance.

AI Agent Initiative in Big Advance

- Further accelerating the use of generative AI in Big Advance, which has been promoted to date
- Aiming for future transformation into an AI agent

Future Outlook



[Feature Releases for AI Agent Integration]

• July 2025

We released the AI-powered function for automatic generation of business meeting requests

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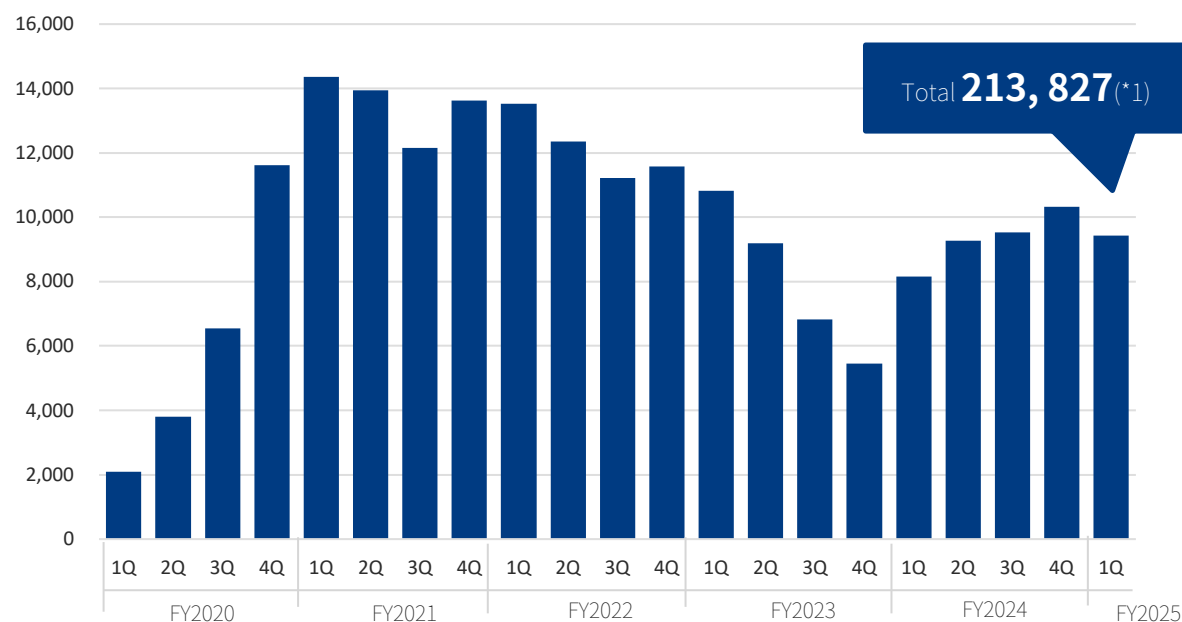
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Benefits of adopting Big Advance (1) ~Business Matching~

- Business Matching Features Support Development of New Partnerships, Alliances, and Cross-Industry Innovations, Including New Product Development.
- Focusing on functional improvements and business meeting events has led to a resurgence in the number of business talks, now exceeding 210,000 cumulatively.

Quarterly requests for business Matchings

Unit: Cases



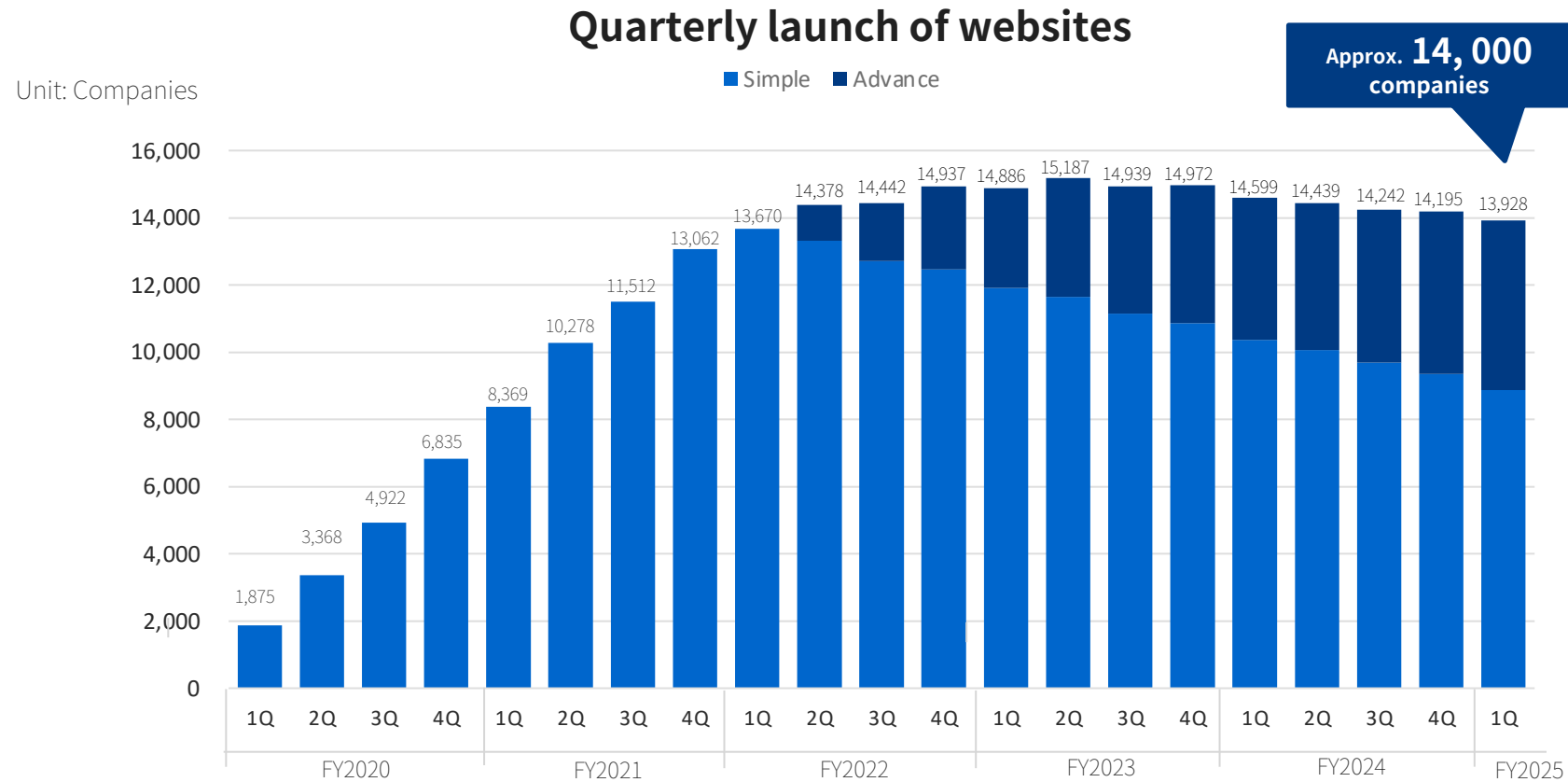
(*1) As of end March 2025

Initiatives to Increase Number of Business Negotiations

- Major Improvements to UI/UX for Searching and Viewing Needs, and Submitting Negotiation Requests
- Hosting Online Business Matchmaking Events
- Introducing Potential Matching Companies Using AI
- Displaying Recommended Opportunities in the Needs List Using AI

Benefits of adopting Big Advance (2) ~Creation of Website~

- Enabling easy website creation and updates without specialized knowledge, supporting corporate information dissemination.
- Approximately 14,000 companies have established websites.



Benefits of adopting Big Advance (3): Employee Benefits “Fukuri”

- Formed a business alliance with Relo Club, expanding the number of available stores to over 10,000
- Employees of member companies can use discount coupons as part of their employee benefits



RELO CLUB

Member companies

Coupon Provision

FÜKÜRI

Coupon Provision



Employees of member companies

“BM Portal” First Introduced by Kyoto Bank



Launched in May 2025

BMポータル

京都銀行

101 本店営業部

有償 太郎

TOP

検索

提案中・商談管理

同意作成

同意待ち

商談

手数料管理

マスタ管理

提携先

サービス

お知らせ

自行管理

支店

ユーザー

ログアウト

TOP

商談集計

サービス種別	今月			今期		
	紹介件数	成約件数	収益額 (千円)	紹介件数	成約件数	収益額 (千円)
京銀BM	14	3	21,190	14	3	21,190
販路開拓	1	1	10	1	1	10
無料BM	2	2	-	2	2	-

お知らせ

2025/04/30

連絡事項

【要確認】マニュアル更新のお知らせ

2025/04/30

連絡事項

【ルール変更】新規サービス登録時の掲載ルール変更のお知らせ

2025/04/30

キャンペーン

【新キャンペーン】7月加入者対象キャンペーン

2025/04/30

新サービス

【新規サービス】有償会社赤馬製作所-金銭加工

もっと見る

最新商談

商談ID	紹介先	支店	支店担当	提携先	ステータス	同意日	最終更新日
267	有限会社六本木モータース	101 本店営業部	有償 太郎	みなみ堂株式会社	完了	2025/04/30	2025/04/30
269	新宿3株式会社	101 本店営業部	有償 太郎	株式会社shibuya plus minus	締約	2025/04/30	2025/04/30
270	海寿司	101 本店営業部	有償 太郎	株式会社ミラノーツ	同意済	2025/04/30	2025/04/30
266	水科鮮魚株式会社	102 府庁出張所	有償 次郎	株式会社ミラノーツ	不締約	2025/04/30	2025/04/30
265	株式会社フロスク	101 本店営業部	有償 太郎	株式会社クオノート	商談中	2025/04/30	2025/04/30

もっと見る

<Example of financial institution interface>

[Background of Introduction]

Within financial institutions, business matching typically involves identifying services from multiple partner companies that can address the challenges faced by client companies, then introducing both parties and arranging business meetings. However, due to insufficient digital transformation (DX), the process is associated with high management costs, and the selection of partner company services tends to rely heavily on individual discretion.

BM Portal addresses these issues by enabling more efficient and effective business matching operations.

Through centralized information management and the ability to track progress, BM Portal enhances the speed and efficiency of business meetings, leading to higher contract conclusion rates.

Launched the “BA Award 2025 - Specialists Driving the Regional Economy”

From among Japan’s nationwide first-tier and second-tier regional banks, shinkin banks, and credit cooperatives, sales staff members who achieved outstanding results in supporting SMEs and revitalizing regional economies through the use of Big Advance were recognized at an award ceremony held on May 16, 2025.



- In this second event, 39 individuals were honored, selected from approximately 80 financial institutions across the country that have introduced Big Advance.
- Participants expressed joy and optimism, saying that it was “a valuable opportunity to learn about initiatives at other financial institutions” and that they “hope to be recognized again next year.”



June 20, 2025 System Release



【Mission】

地域発世界

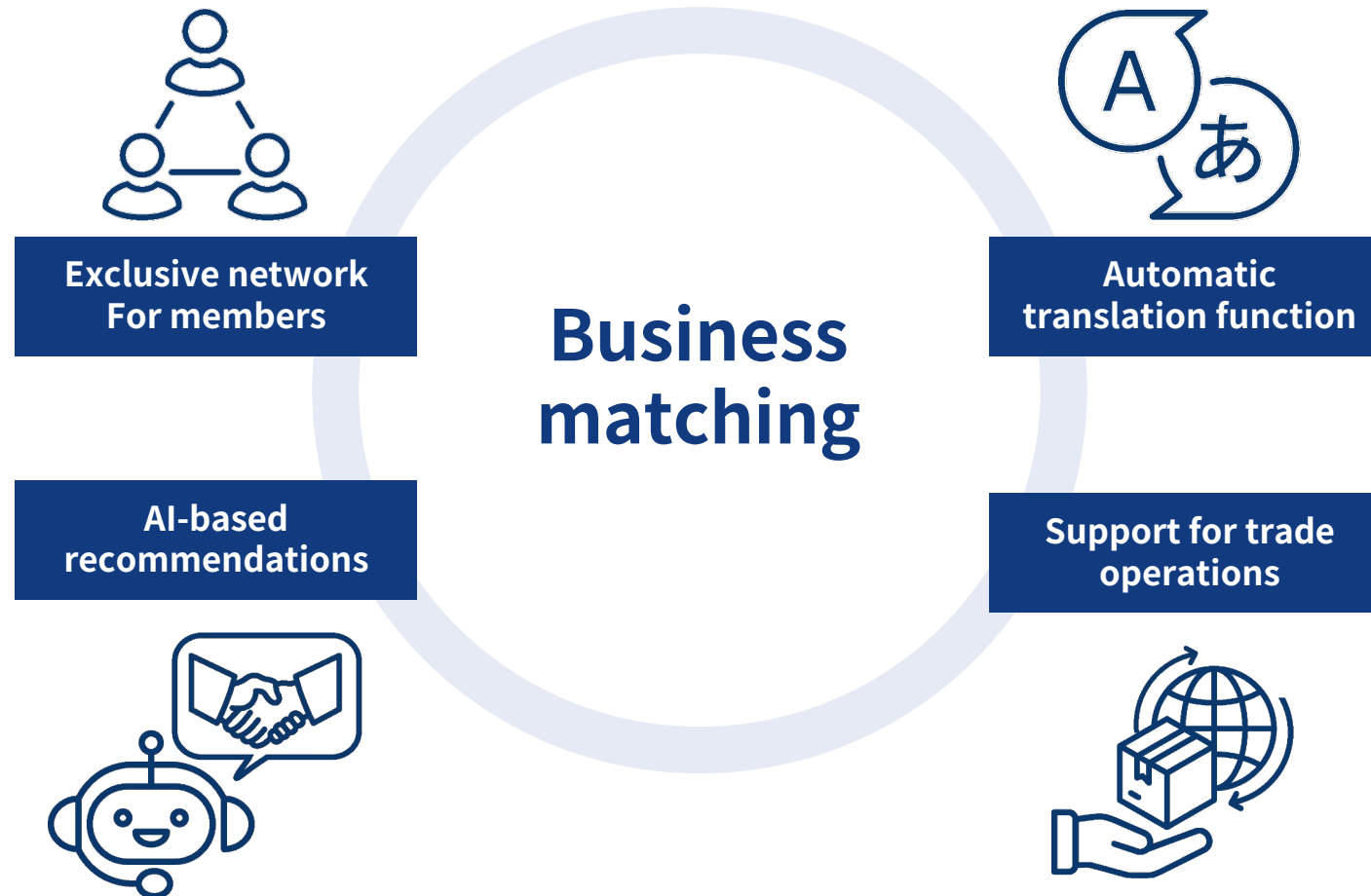
From Region **to the World**

【Objective】

Support the global expansion of SMEs to boost Japan's economy

Features of BIG ADVANCE GLOBAL

- Leveraging the “trusted network” provided by financial institutions and “advanced technology”
- Japan’s first global platform enabling direct trade between SMEs



History of BIG ADVANCE GLOBAL

Jun 2024

Concept announcement of the BIG ADVANCE GLOBAL



Jul 2024

Featured as a case study of LLM utilization in media coverage of the Asia Business Summit attended by former Prime Minister Kishida



Feb 2025

Signed a basic agreement with the Office of SMEs Promotion (OSMEP) of Thailand toward introduction

Dec 2024

Selected for the subsidy program for “Future-Oriented Co-Creation with the Global South”



Apr 2025

Signed an MOU with Mizuho Bank toward introduction



Apr 2025

Adoption decided by 18 domestic financial institutions



Aug 2025

Hosted international business matching events



Jun 2025

System release

Although there have been some delays in operational preparations, the project itself is steadily progressing and is scheduled to shift into the full-scale operational phase from the second half of the fiscal year.

Technological Advantages of BIG ADVANCE GLOBAL

New UI/UX Designed for Global Expansion

- Multilingual support (Japanese and Thai)
- Smartphone optimization
- Integration with SNS (including LINE)
- Online contract execution

Proprietary Automatic Translation Engine Utilizing LLM

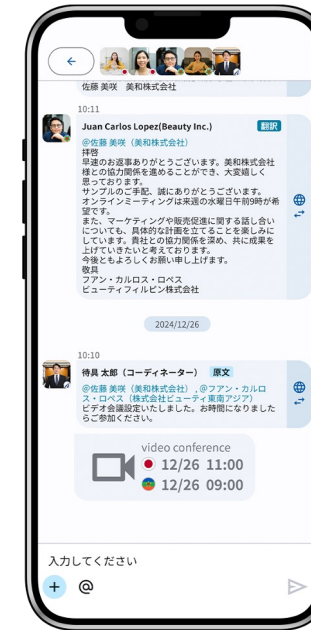
- AI-powered automatic translation for text chat
- Video chat with AI-powered automatic translation

Proprietary AI Technology

- AI multilingual search (to be implemented)
- Automatic generation of project registration texts (to be implemented)
- AI-based recommendations of matching partners (to be implemented)



Thai projects displayed in Japanese;
registration available in Japanese



Chat in Japanese with Thai
counterparts, supported by AI
real-time translation



AI translates Thai messages
instantly, enabling smooth
communication
Face-to-face business
meetings via video chat

Coming Soon



AI
search



AI
generation



AI
recommendations

04

FY2025 First Quarter Result

FY2025 1Q Profit and Loss Statement

- While sales from Big Advance remained steady, revenue from DX Solutions declined, resulting in net sales of ¥440 million (down 27.2% YoY).
- Although the gross profit margin improved by 0.9 points YoY, an investment of ¥63 million in BIG ADVANCE GLOBAL led to an operating loss of ¥46 million and EBITDA of ¥8 million (down 91.4% YoY).
- Excluding BIG ADVANCE GLOBAL, operating income was ¥14 million (down 72.8% YoY) and EBITDA was ¥61 million (down 38.7% YoY).

	FY2024 Q1 Results (a)	FY2025 Q1 Results			YoY Change (b) – (a)	YoY Comparison (b) / (a)
		Total (b)	Excluding BAG (*1)	BAG only (*2)		
Net Sales	605	440	440	—	▲164	▲27.2%
Gross Profit	310	228	237	▲8	▲81	▲26.4%
Gross Profit Margin	51.3%	51.8%	53.8%	—	—	—
EBITDA	101	8	61	▲53	▲92	▲91.4%
Operating Income	51	▲48	14	▲62	▲100	—
Operating Margin	8.6%	—	3.2%	—	—	—
Ordinary Income	52	▲48	15	▲63	▲101	—
Profit Attributable to Owners of Parent	24	▲48	15	▲63	▲72	—

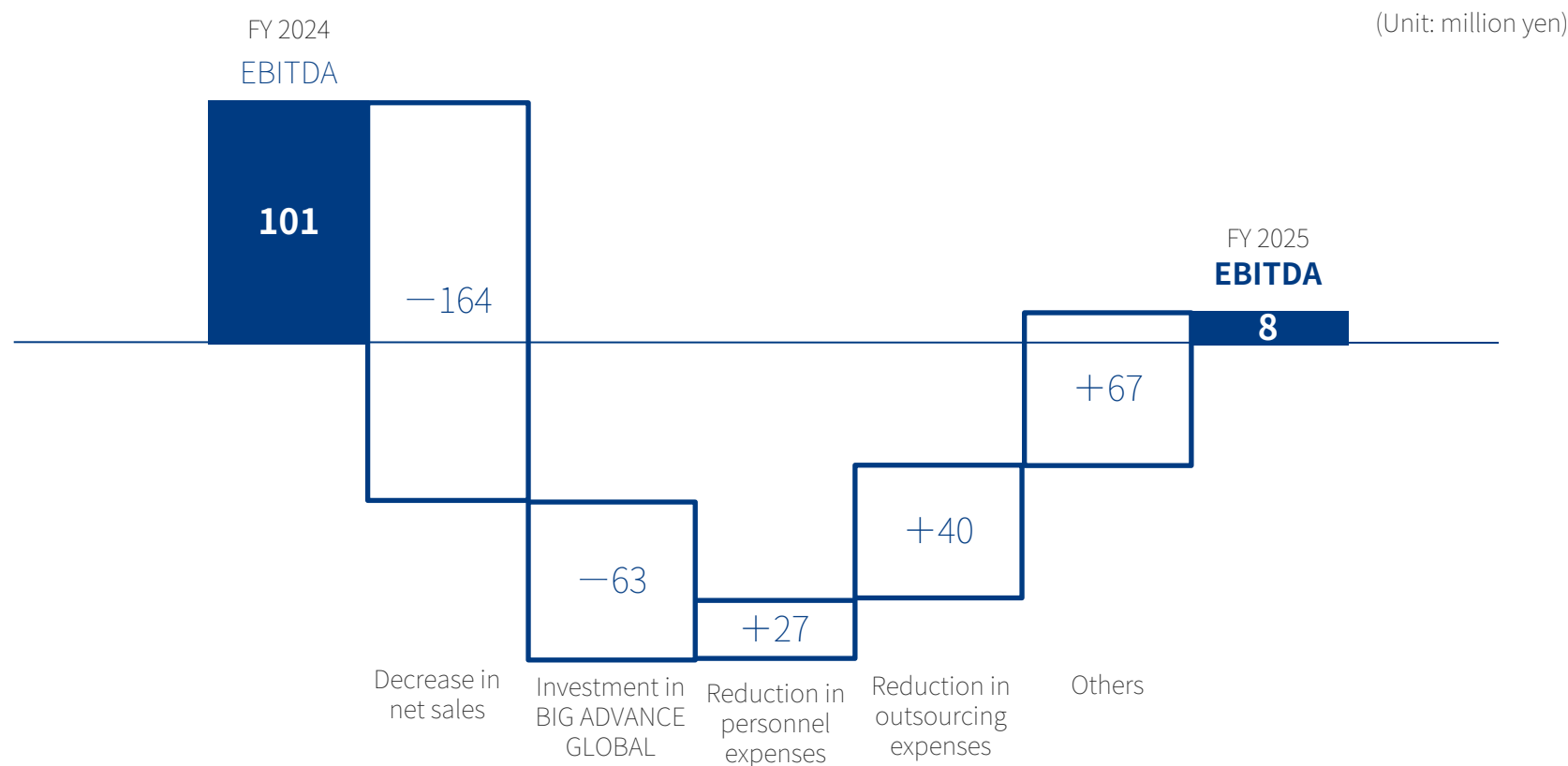
(Unit: million yen)

(*1) Results excluding BIG ADVANCE GLOBAL

(*2) Results of BIG ADVANCE GLOBAL

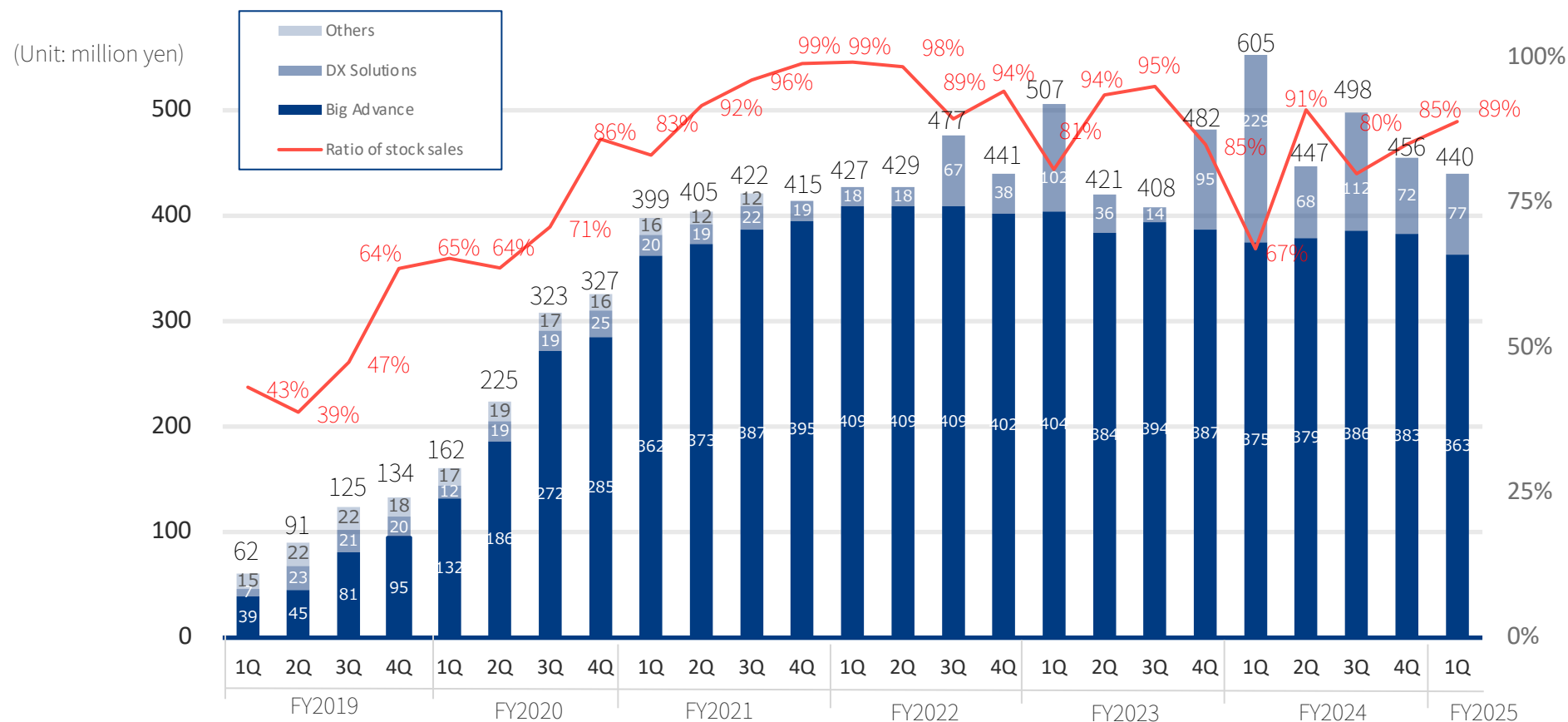
Factors affecting EBITDA

In DX Solutions, the absence of large subsidies recorded in the previous fiscal year led to a significant decline in net sales, while investments were made in BIG ADVANCE GLOBAL. However, through efficiency improvements driven by AI utilization, an initiative pursued since the previous fiscal year, we reduced personnel and outsourcing costs, thereby maintaining positive EBITDA of ¥8 million (down 91.4% year on year).



Trends in Quarterly Sales

Due to the revenue decline in DX Solutions, sales decreased by ¥164 million YoY, while the ratio of stock-type revenue (*2) stood at 89%.



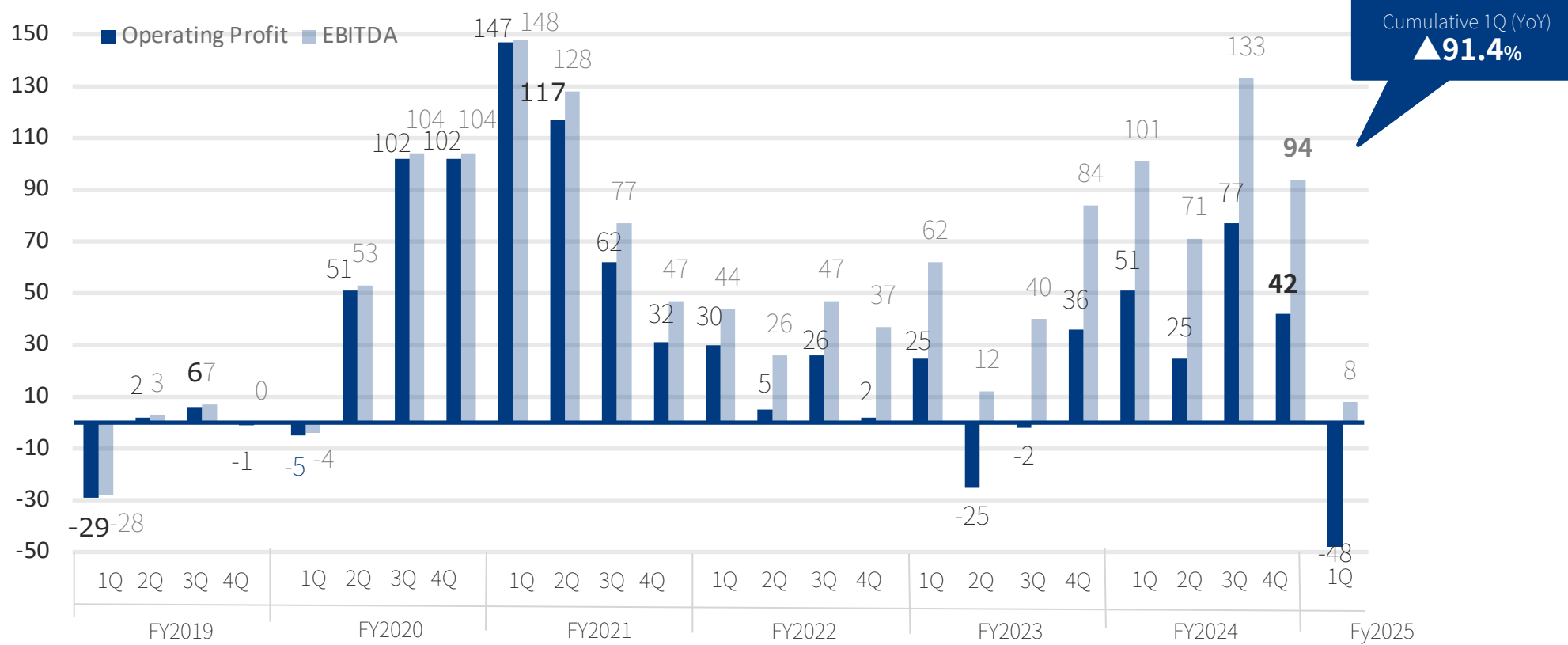
(*1) Stand-alone results used until 2Q of FY2022, and consolidated results from 3Q of FY2022.

(*2) Stock sales: revenue share of monthly maintenance cost and monthly cost of Big Advance at financial institutions.

Trends for Quarterly Operating Profit/Loss and EBITDA

Although DX Solutions recorded a decline in revenue and proactive investments were made in the new service BIG ADVANCE GLOBAL, EBITDA remained positive at ¥8 million.

(Unit: million yen)

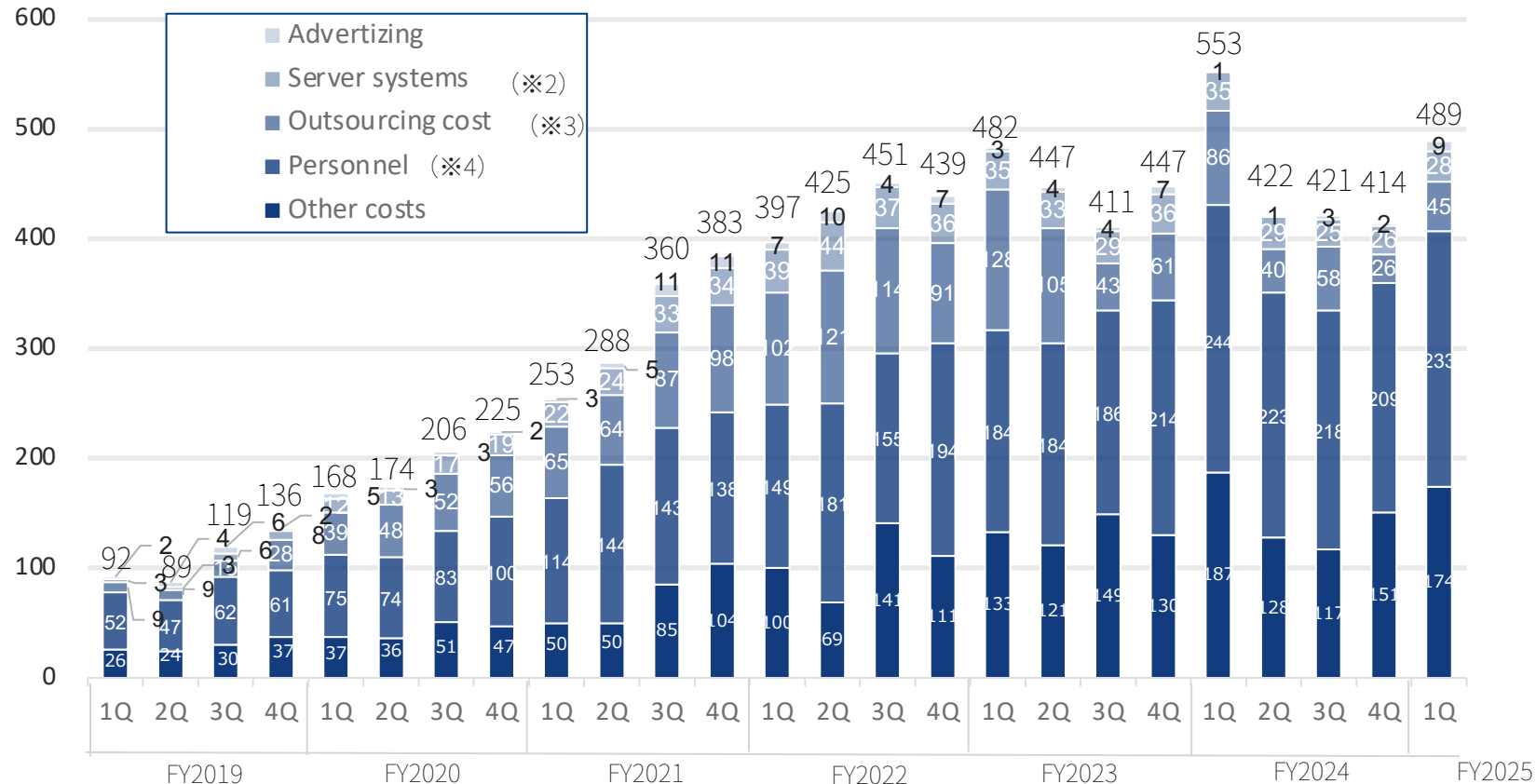


(*) Since FY2023 3Q, when consolidated financial statements were adopted, the financial figures until FY 2023 2Q were based on individual (standalone) statements.

Trends in Quarterly Cost Structure

Increased investment in BIG ADVANCE GLOBAL

(Unit: million yen)



(*1) Financial statements are on a stand-alone basis until 2Q of FY2022, and then on a consolidated basis from 3Q of FY2023.

(*2) AWS and web system usage fees. CoGS

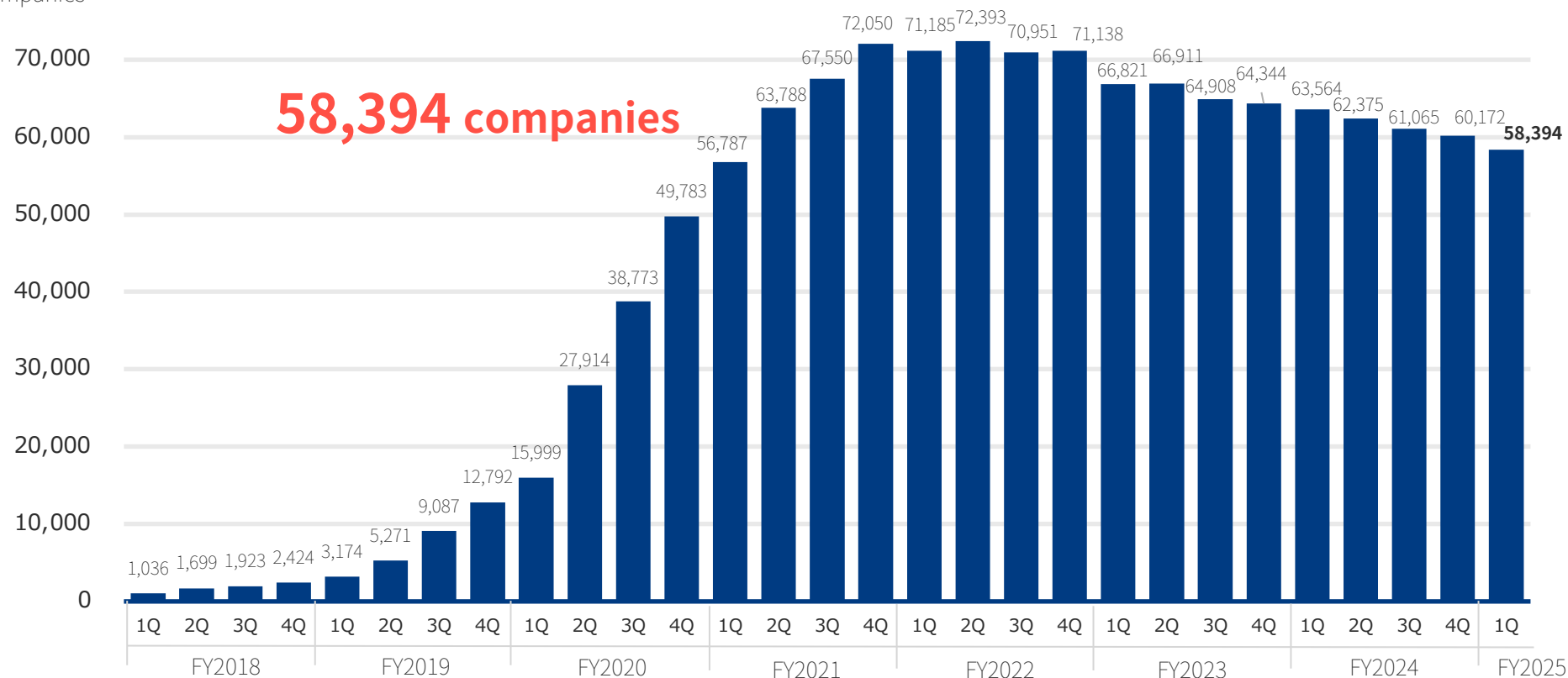
(*3) Cost of outsourcing development to external engineers. CoGS

(*4) Salary for engineers, sales, customer service, corporate employees and executive pay, plus social insurance and recruitment costs. Total of CoGS and SGA.

Quarterly Trends of Member Companies

The number of member companies decreased by 1,783 from 4Q, bringing the total to 58,394. (*1)

Unit : companies

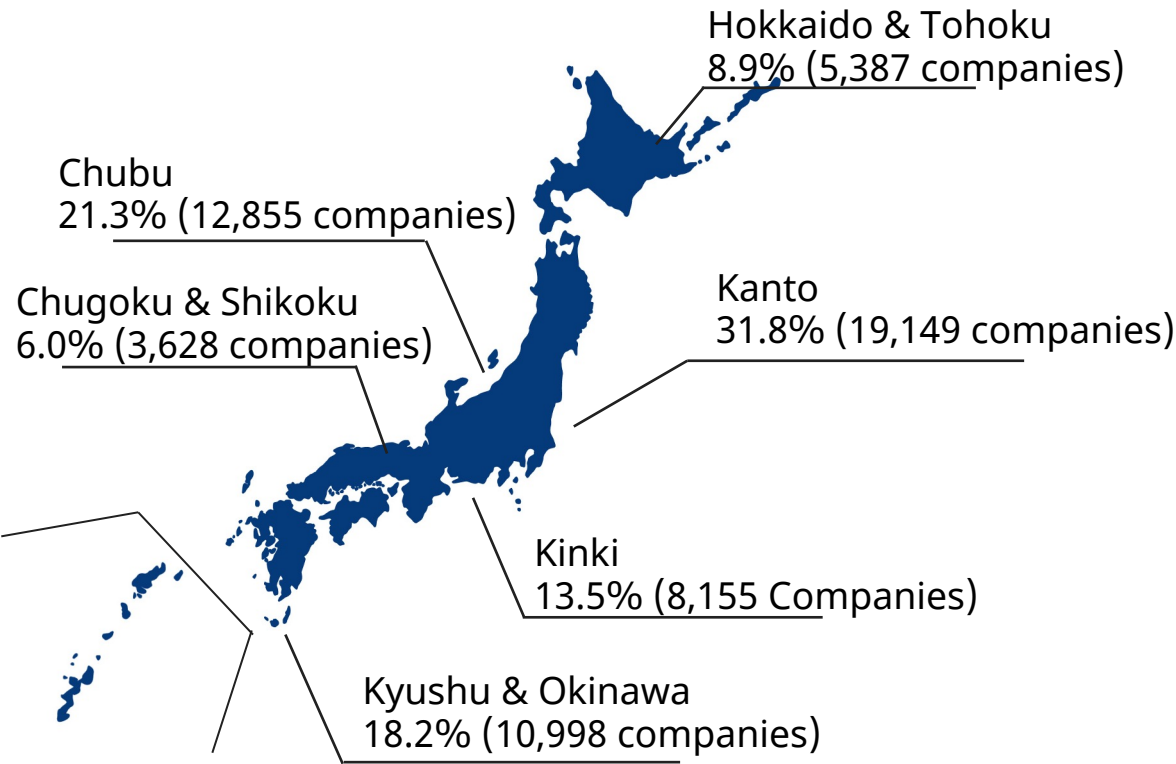


(*1) As of the end of June 2025

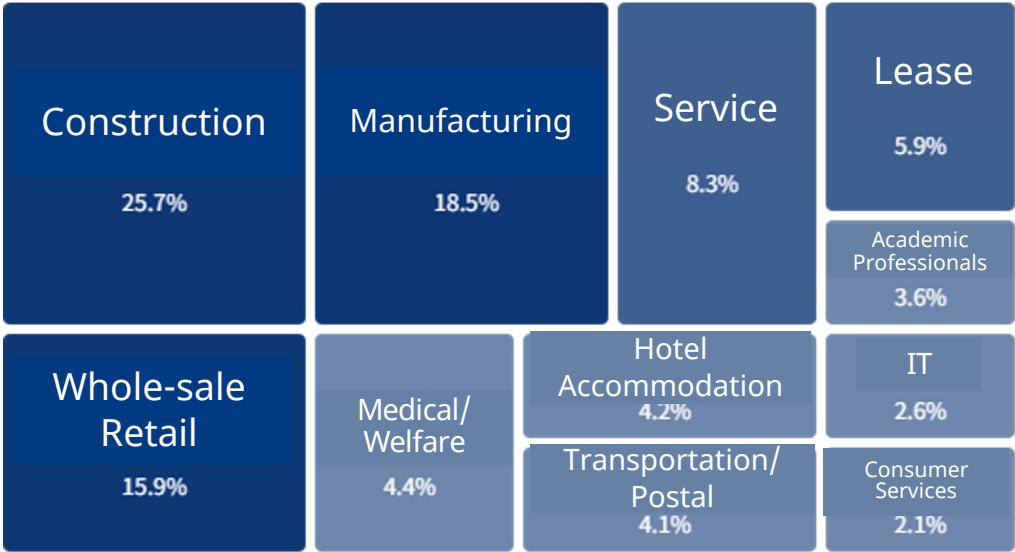
Nationwide Network of Member Companies

A unique network of SMEs participating from across the nation beyond regional boundaries

Composition ratio of Big Advance member companies by region



Industry Composition of Big Advance Member Companies



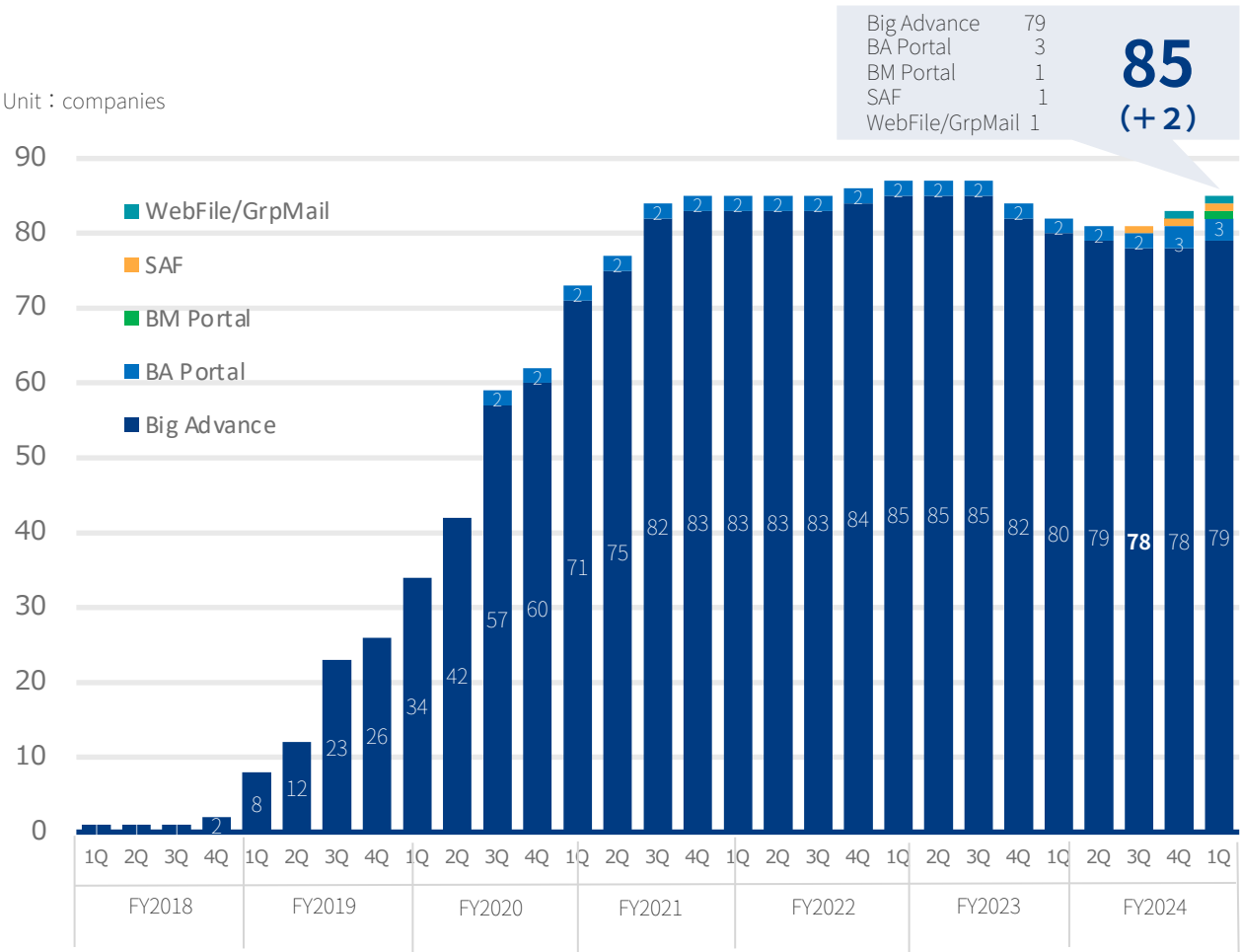
(*1) As of the end of June 2025

Trend in Financial Institutions Adopting Kokopelli Group Services



Big Advance was introduced at one additional institution, bringing the total to 79 institutions. BM Portal was introduced at one institution, making a total of 85 financial institutions (an increase of 2 from the end of the previous fiscal year).

Unit : companies



Big Advance 79
BA Portal 3
BM Portal 1
SAF 1
WebFile/GrpMail 1
85
(+ 2)

【Big Advance】

Hokkaido / Tohoku Region

Aomori Michinoku Bank / Iwate Bank / Kita-Nippon Bank / The 77 Bank / Shonai Bank / Sendai Bank / Toho Bank / Hokuyo Bank

Hokuriku Region

Kanazawa Credit Union / Kyoei Credit Association / Sanjo Shinkin Bank / Niigata Shinkin Bank / Fukui Bank / Fukui Credit Union / Fukuho Bank / Hokuriku Bank

Kanto / Koshinetsu Region

Alupuscho Shinkin Bank / Ashikaga Bank / Kawasaki Credit Union / Kofu Credit Union / Seibu Credit Union / Shinonome Credit Union / Joyo Bank / Suwa Shinkin Bank / Daiko Bank / Tama Credit Union / Chiba Bank / Chiba Kogyo Bank / Chiba Credit Union / Tokyo Higashi Credit Union / Towa Bank / Tochigi Bank / Nagano Bank / Hanno Credit Union / Higashi Nihon Bank / Hiratsuka Credit Union / Mito Shinkin Bank / Yokohama Credit Union

Tokai Region

Gifu Shinkin Bank / Kuwana Mie Credit Union / Seishin Credit Union / Takayama Credit Union / Aichi Bank / Tono Credit Union / Toyokawa Credit Union / Nagoya Bank / Hekikai Credit Union

Kansai Region

Ikedasenshu Bank / Osaka shoko Shinkin Bank / Kinokuni Shinkin Bank / Kiyo Bank / Kyoto Bank / Shiga Bank / Shiga Chuo Credit Union / Tajima Bank / Tajima Credit Union / Nara Chuo Shinkin Bank / Himeji Shinkin Bank

Chugoku / Shikoku Region

Iyo Bank / Ehime Bank / Kure Credit Union / Kochi Bank / Sanin Godo Bank / Shikoku Bank / Tamashima Credit Union / Tomato Bank / The Hiroshimashi Credit Cooperative

Kyushu / Okinawa Region

Oita Bank / Okinawa Bank / Okinawa Kaiho Bank / Kagoshima Sougo Shinkin Bank / Koga Shinkin Bank / Saga Bank / Nishi Nihon City Bank / Higo Bank / Fukuoka Chuo Bank / Nagasaki Bank / Minami Nippon Bank / Miyazaki Bank

【BA Portal】

Okinawa Bank / Kyoto Bank / Higo Bank

【BM Portal】

Kyoto Bank

【SAF】

A Shinkin Bank in the Kinki region (Non-disclosed)

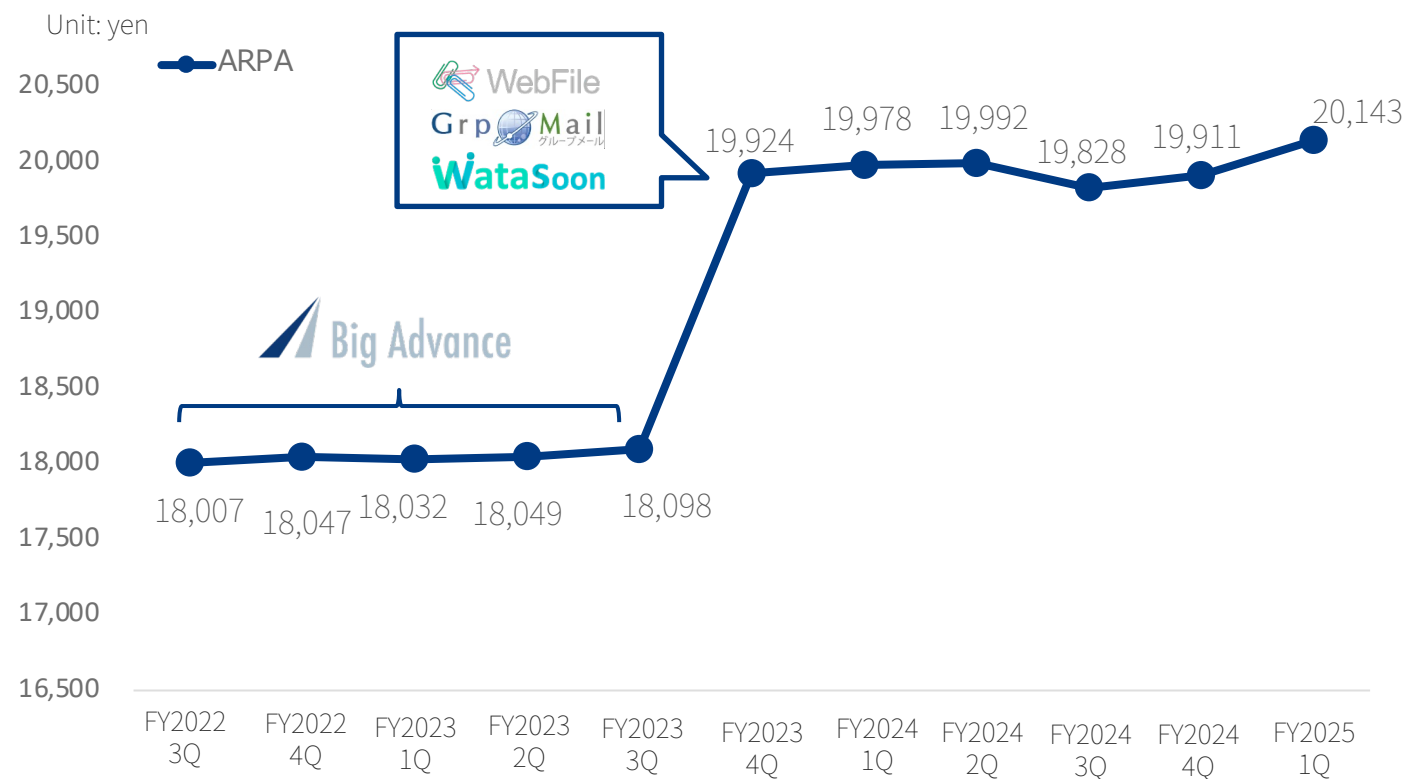
【WebFile/GrpMail】

Tokushima Taisho Bank

(*1) As of the end of March 2025

The trend of ARPA for the entire group

- Based on the ARPA expansion strategy, the product lineup was expanded, leveraging the synergies among products,
- An ARPA of 20,143 yen, a 0.8% increase compared to the same period last year.



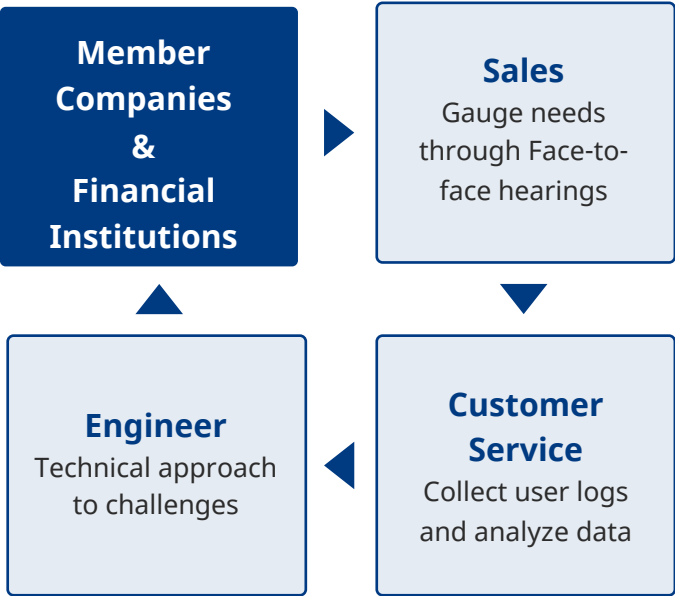
(*) ARPA stands for “Average Revenue per Account”, referring to an average sales amount per account.

This figure is calculated by dividing the annual revenue sales from member companies by the number of member companies at the end of each quarter.

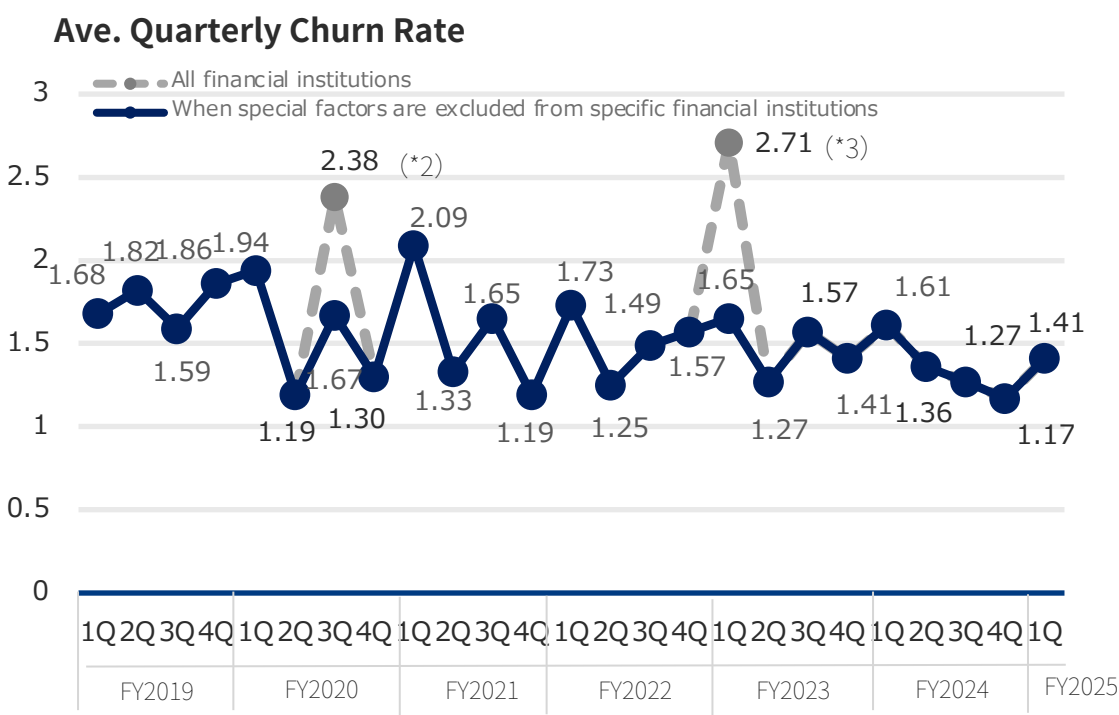
Sustaining users with quick improvements to functions

Average annual churn rate stayed in the 1% range, on the back of efforts to collect and quickly reflect the needs of financial institutions and member companies in our services to heighten customer satisfaction and convenience.

Cycle of functional upgrades



Ave. Annual Churn Rate at 1.30% (*1)



(*1) Churn rate: (Unsubscribed companies during the month) / (Subscribed companies at previous month end (12-month average from July 2024 to June 2025))

(*2) One-off increase in churn rate due to special factors at certain financial institutions in December 2020. Average churn rate in 3Q FY2020 is 1.67% without this effect.

(*3) The churn rate rose for a while in March and April 2023 due to special factors at certain financial institutions. Besides this, the average churn rate in Q1 FY2022 was 1.65%.



05

FY2025 estimates

We will pursue business growth in FY 2025 through the following initiatives.

Initiatives for Big Advance

Strengthening our position as essential infrastructure for SMEs

- Strengthening marketing efforts to restore membership growth
- Enhancing relationships with financial institutions
- Expanding support for member companies
- Strengthening “Fukuri,” the employee benefits coupon platform for SMEs
- Launching the overseas business matching platform “BIG ADVANCE GLOBAL” in Thailand
- Expanding implementation of the corporate portal site
- Rolling out the new business matching management service “BM Portal”

Initiatives for DX Solutions

- Expanding adoption of the specialized AI FAQ system “SAF,” powered by generative AI
- Increasing the number of financial institutions implementing the file transfer and sharing services “GrpMail” and “WebFile”
- Broadening the range of subsidies handled through subsidy utilization consulting services

Marketing Enhancement Initiatives

- Expand marketing investments to raise service awareness and drive an increasing trend in membership
- Implementation scheduled for the second half of FY2025



Raising Service Awareness through Celebrity Utilization

- Launch marketing initiatives such as TV commercials featuring celebrities
- Refresh flyers, brochures, and other materials to strengthen branding
- Expand awareness among potential customers



Landing Page (LP) Renewal

- Renew the LP in line with celebrity-based marketing initiatives
- Strengthen visitor navigation on the website
- Build an Inside Sales Structure



Enhancing relationships with financial institutions

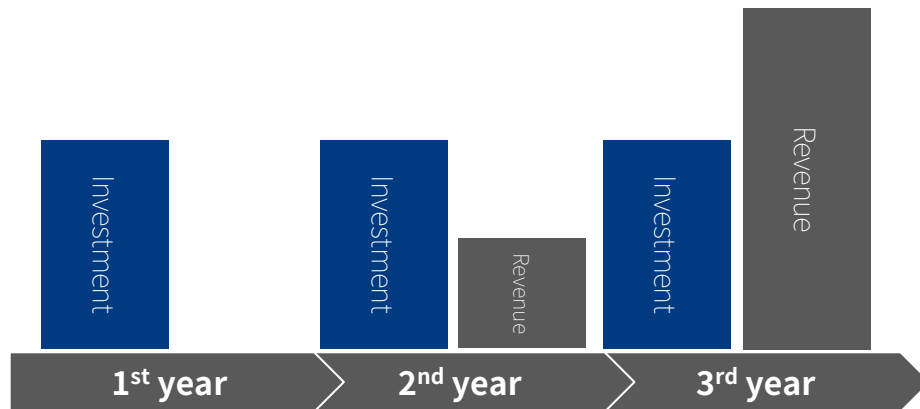
- Coordinate with financial institutions in line with celebrity-based marketing initiatives
- Strengthen the pathway to member registration
- Establish a support structure for new members

Investment Policy for BIG ADVANCE GLOBAL

At the time of the global concept announcement (June 2024), we planned steady investments of ¥500 million over 3 years. However, in light of changes in the external environment such as reciprocal tariffs, and by utilizing the subsidy from METI for the “Future-Oriented Co-Creation with the Global South(*)”, we decided to accelerate its investment schedule and shift to a proactive investment stance in this fiscal year.

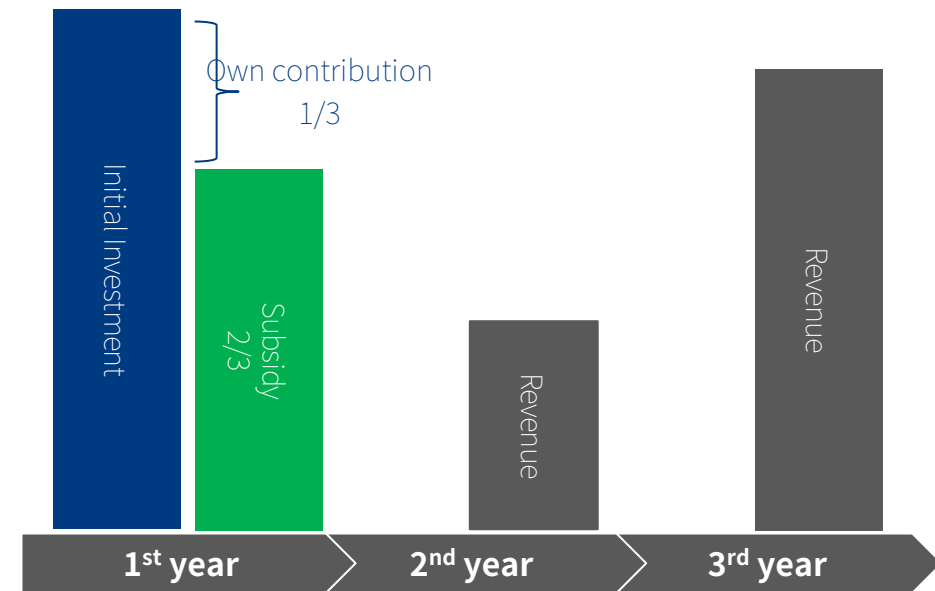
[Initial Investment Plan]

Product rollout within the planned investment range, with functions updated as needed.



[Revised Investment Plan]

To secure a position as a global standard, we brought forward its investment to the first year. As two-thirds of the investment amount is subsidized, the investment risk is simultaneously reduced.



(*) The “Subsidy Program for Future-Oriented Co-Creation with the Global South,” offered by METI. Subsidy period: From the grant decision date to December 31, 2025. Subsidy rate: Up to two-thirds of eligible expenses, reimbursed on a settlement basis

Business Model of BIG ADVANCE GLOBAL

External Environment

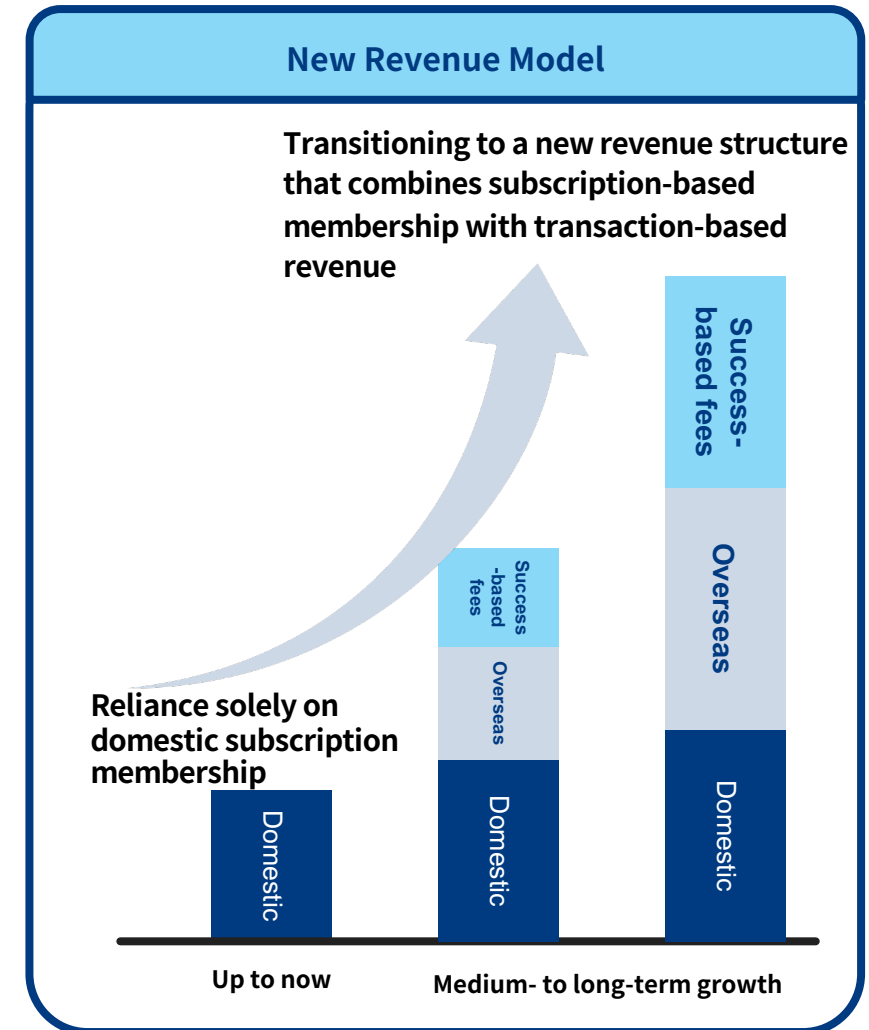
- With a declining population and a shrinking domestic market, overseas expansion has become indispensable for the sustainable growth of SMEs.
- Approximately 40% of Japanese SMEs (*) are interested in expanding overseas.
- The impact of tariffs imposed during the Trump administration has heightened the need to build new supply chains.
- Economic growth in emerging markets, particularly ASEAN, is expanding business opportunities.

Business Model

- For Japanese companies, the model is a success-based fee system tied to business matching results, serving as a new growth engine for KOKOPELLI through each transaction.
- For Thai companies, the model is subscription-based, designed for wide deployment among many enterprises.
- The company aims to develop new markets in Japan and Thailand, and eventually across ASEAN.



(*) Based on the "Survey on Overseas Expansion of SMEs" commissioned by the Small and Medium Enterprise Agency.



FY2025 Forecast

- Growth is expected through the expansion of Big Advance, new products developed in the previous fiscal year, and the rollout of the file-sharing and transmission service to financial institutions.
- BIG ADVANCE GLOBAL, released in June 2025, while member registration has begun at some financial institutions in Japan and partnerships with financial institutions in Thailand are progressing, full-scale operations are scheduled to commence in the second half of the fiscal year.
- In subsidy consulting, the trend toward stricter requirements for subsidy adoption continues.
- On the cost side, in line with the launch of BIG ADVANCE GLOBAL, the company has shifted to a proactive investment stance this fiscal year. Approximately ¥650 million in expenses, including front-loaded development costs and marketing costs such as TV commercials to increase membership, are planned to be recorded, with the aim of achieving medium- to long-term growth.
- Non-operating income of approximately ¥400 million from the “Global South Subsidy Program,” adopted in December 2024, is scheduled to be recorded in March 2026.

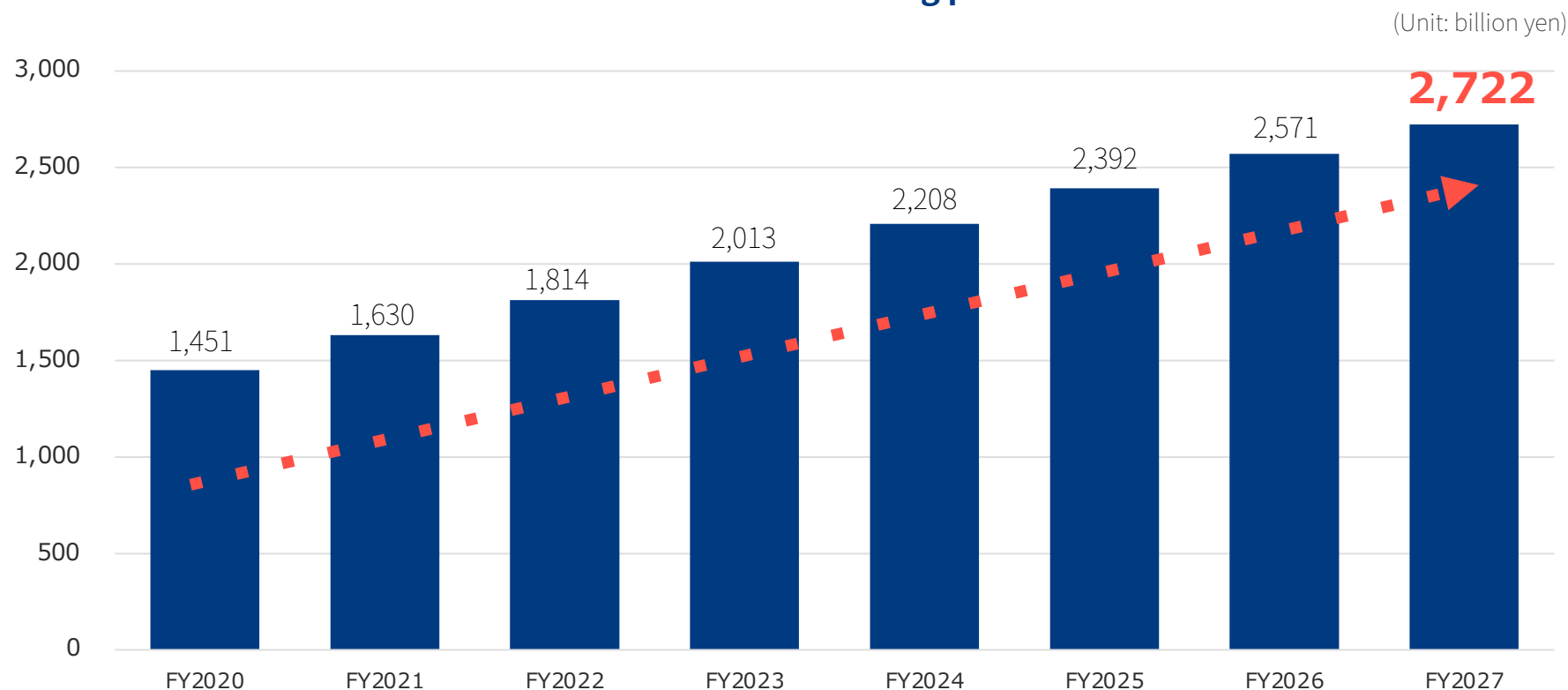
	FY 2024 Consolidated (Results)	FY 2025 Consolidated (Forecasts)	Change	YoY Comparison
Net Sales	2,007	2,010	+2	+0.1%
Gross Profit	1,139	902	▲237	▲20.9%
EBITDA	400	▲100	▲500	—
Operating Income	197	▲450	▲647	—
Non-Operating Income	1	400	+398	—
Ordinary Income	199	▲50	▲249	—
Profit Attributable to Owners of Parent	125	▲70	▲195	—

(Unit: million yen)

The market size of business matching platforms

The domestic market as a whole is expected to expand from 2,013 billion yen in FY 2024 to 2,722 billion yen in FY2028

Mid-term forecast for the business matching platform market size



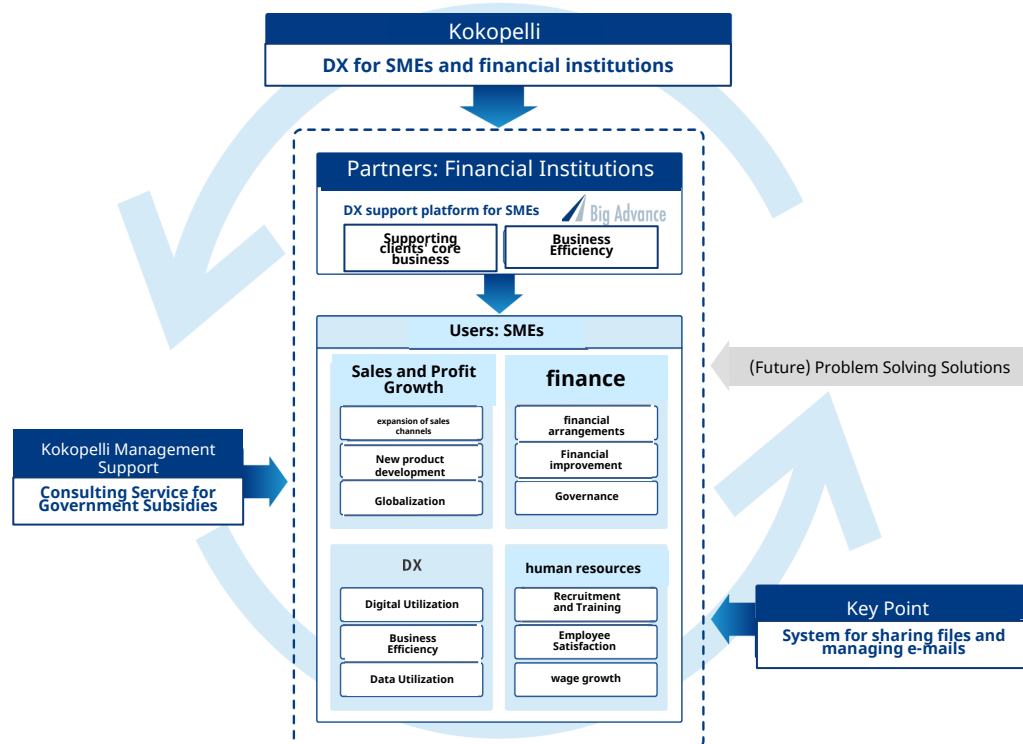
(Source) Deloitte Tohmatsu MIC Research Institute Co., Ltd., "Current Status and Outlook of the Domestic Business Matching Platform Market [2023 Edition]," issued on December 13, 2023.
(<https://mic-r.co.jp/mr/02980/>)

06

Progress on mid-term management plan

Building a Business Ecosystem for SMEs

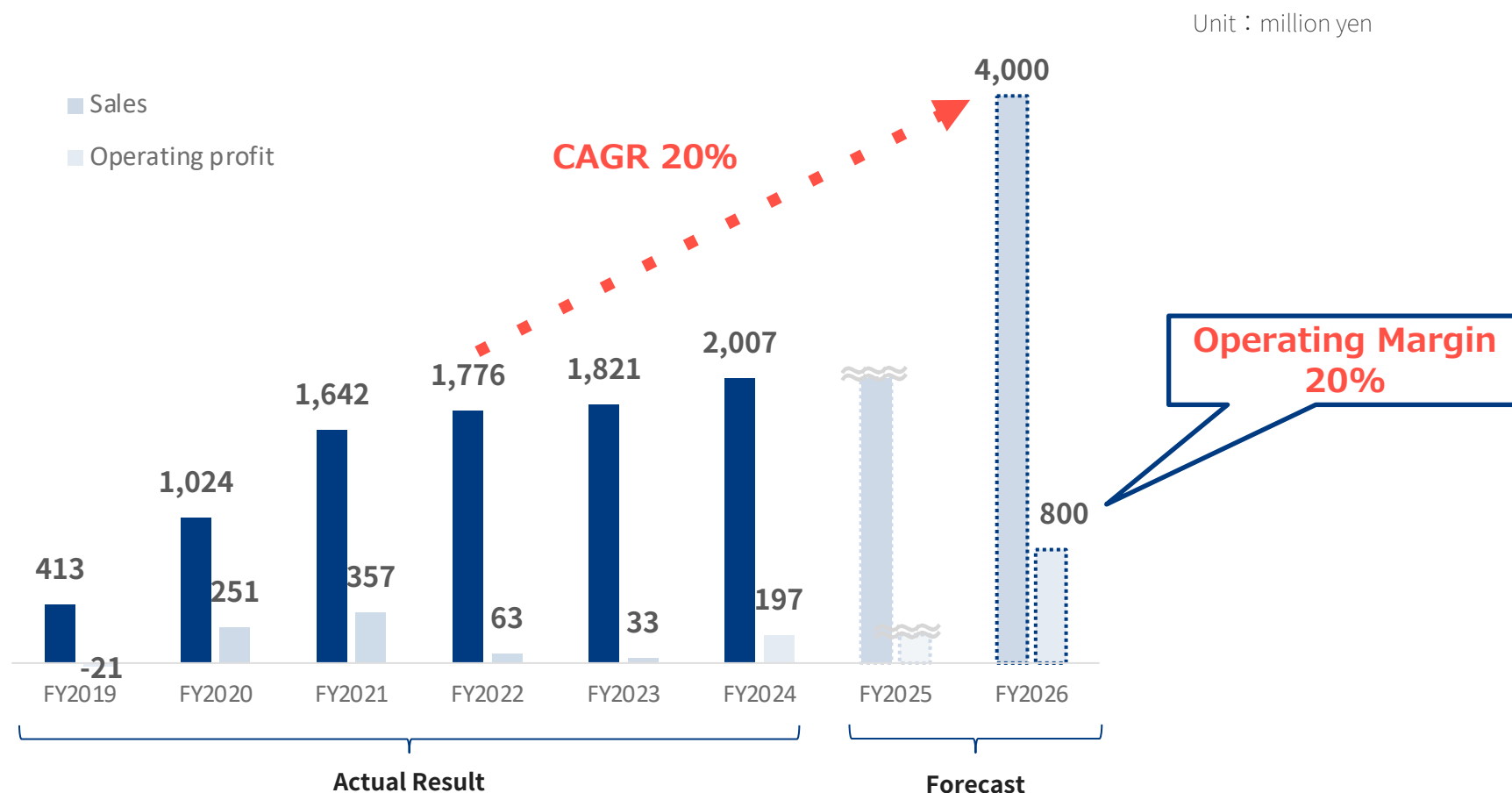
We aim to build a business ecosystem with the SME DX support platform "Big Advance" at its core.



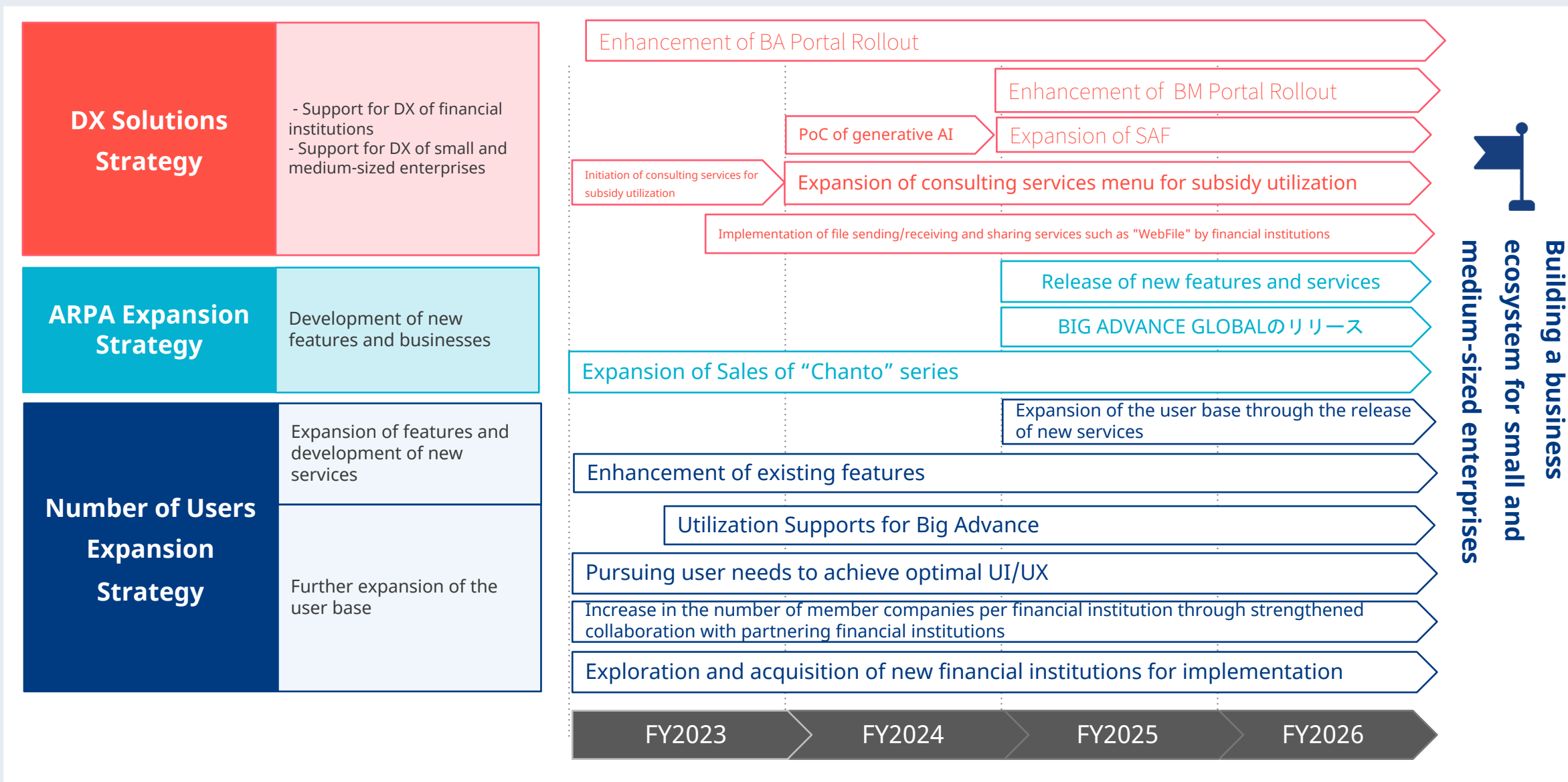
- By building the ecosystem, we provide solutions to various issues faced by SMEs and an environment for sustainable growth.
- We develop new solutions to solve problems or collaborate with companies that already have such solutions.

Mid-term Management Target

- By expanding the user base, increasing ARPA, and implementing the DX Solutions strategy, we aim for a 20% CAGR in revenue growth by FY2027.
- We are maintaining our medium-term management targets, as we plan to capture new demand through the launch of the cross-border business matching platform “BIG ADVANCE GLOBAL,” scheduled for release in Japan and Thailand in June 2025.

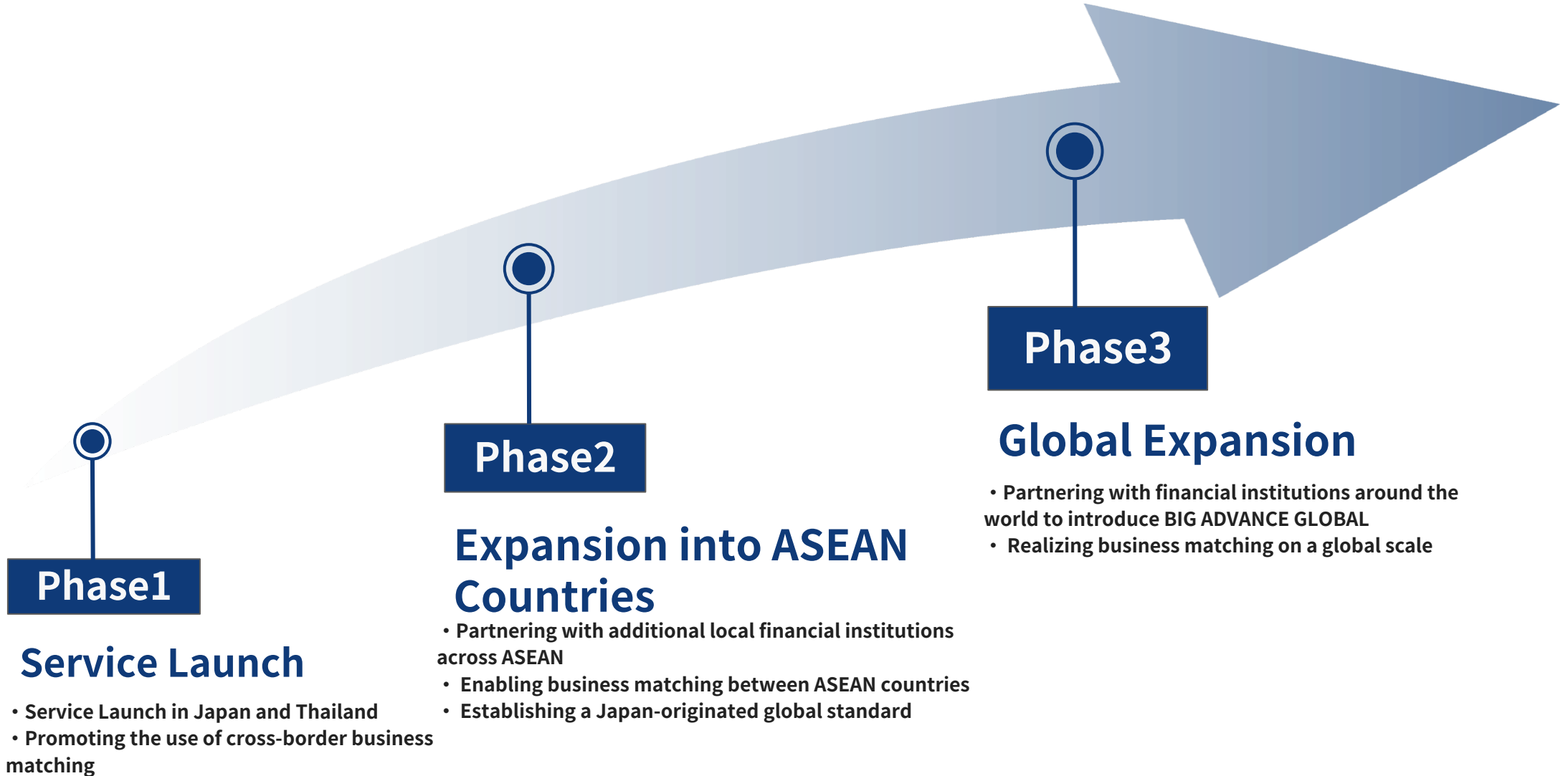


"Growth Strategy Roadmap" for FY2024 and beyond



Medium- to Long-Term Strategy for BIG ADVANCE GLOBAL

- Aiming to Become a “Global Standard from Japan” in the B2B Business Matching Platform Market



- In addition to the “Manufacturing Subsidy”, “Business Restructuring Subsidy”, “Large-Scale Growth Investment Subsidy”, and “Energy Conservation Subsidy”, we have newly started handling the “SME Productivity Enhancement Investment Subsidy”, the “SME New Business Expansion Subsidy” and “SME Growth Acceleration Subsidy”, among others.



- ① Top-class support on subsidies in the Tokai region.
- ② Wide range of support provided on subsidies.
- ③ Support provided by experienced professionals.
- ④ Understanding of “proprietary skills”.
- ⑤ Seminars held on subsidies and its application process.



07

Supplementary Information

To create the largest management support platform for SMEs in Japan



Find the future in corporate value.

To realize this mission, KOKOPELLI has consistently developed services to support SMEs since its establishment.

Unfortunately, many businesses do not see the light of day because they do not communicate the core values they have to offer.

Our challenge is to harness the power of technology to sprout and nurture these seeds of buried value, growth opportunities, and business potential to take them into the futures ahead.

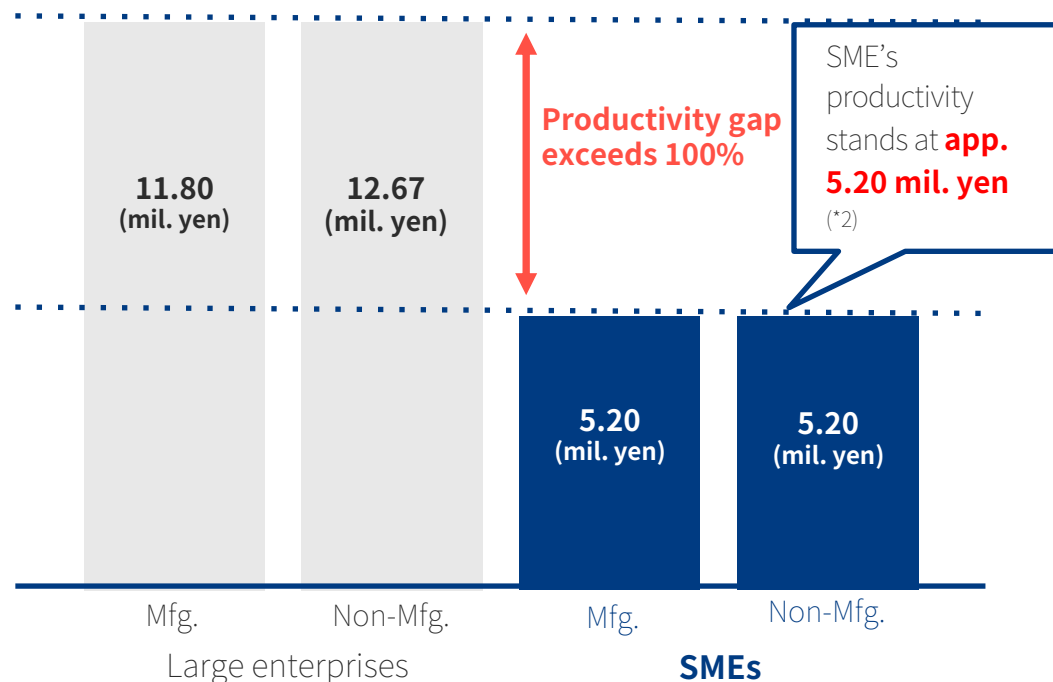
We combine technology and innovation to create business models to improve labor productivity and deliver services that are truly valuable to the companies we serve.

Overview & Challenges for SMEs

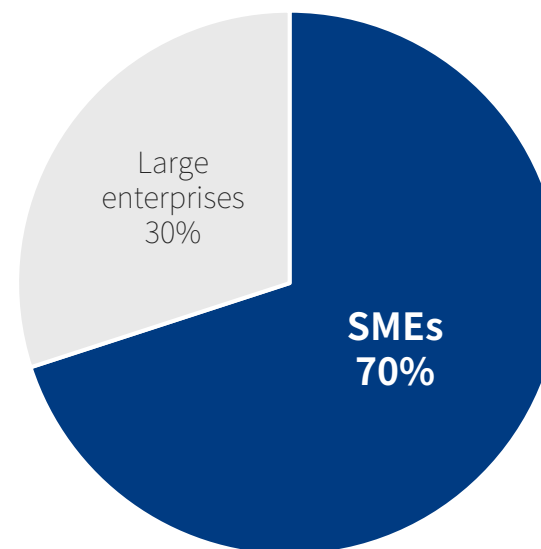
- Addressing the Challenge of Low Labor Productivity in SMEs
- SMEs play a significant role in the domestic economy, and a 10% improvement in labor productivity could generate a 16 trillion yen economic impact. (*1)

Comparison of productivity

(単位：万円)



Ratio of workers at SMEs



3.58 million
SMEs/small enterprises
(*3)

Ratio of SMEs vs total
99.7% (*3)

(*1) Our calculation, based on *2 and *3 above. (Total workers at SMEs of app.32mil. X 5.20 mil. yen X 10%)

(*2) Ministry of Internal Affairs and Communications and METI, "2016 Economic Census"

(*3) Small and Medium Enterprise Agency "2020 White Paper on Small and Medium Enterprises in Japan"

Overview & Challenges for Regional Financial Institutions

- Regional financial institutions hold 308 trillion yen in outstanding loans to SMEs, making them central to the regional financial infrastructure.
- Although temporary funding demand has expanded due to COVID-related loans, sustained funding demand remains weak, necessitating further support for the core businesses of client companies
- Need to secure stable income and promote DX (digital transformation) at SMEs.

Outstanding Loans to SMEs by Business Type for Regional Financial Institutions

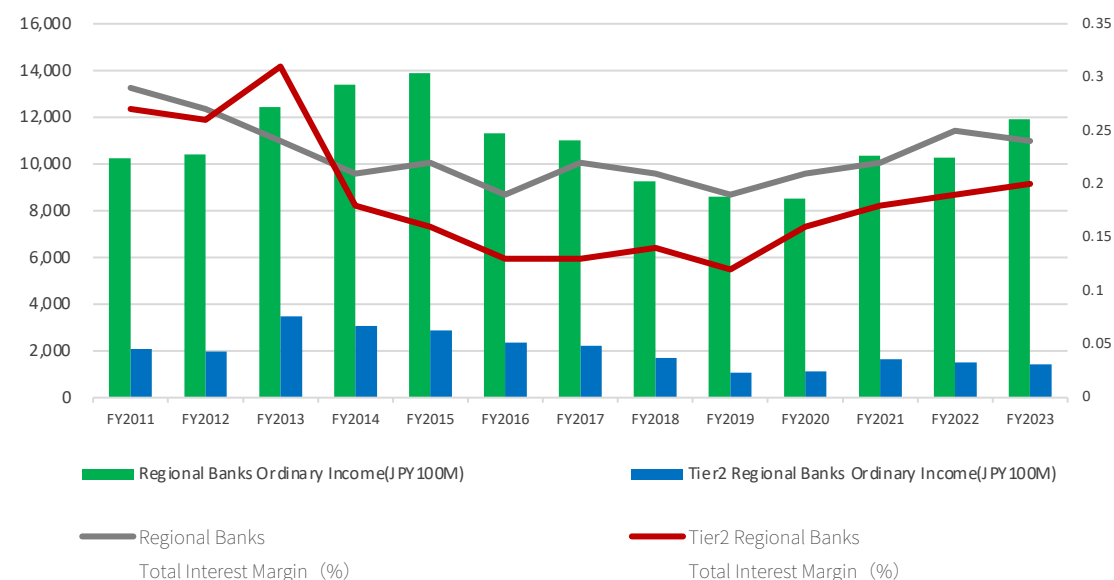
Type	Number	Outstanding loans to SMEs (*1 *2)
Regional Banks	63	184 trillion yen
2 nd Tier Regional Banks	37	41 trillion yen
Credit Unions	254	71 trillion yen
Credit Associations	145	12 trillion yen
Total	499	308 trillion yen
Mega Banks (Ref.)	4	132 trillion yen

(*1) Our calculation, based on “A list of SMEs and Regional Banks in each Prefecture (as of March 2023)” by Small and Medium Enterprise Agency

(*2) Our calculation, based on disclosures for outstanding loans to SMEs from Mega Banks (Mitsubishi UFJ, Mitsui Sumitomo, Mizuho, Resona) as of March 2024.

(*3) Our analysis, based on “2019 Financial Results Trend” by Japanese Bankers Association.

History of Ordinary Income and Gross Interest Margin



Advantages of using Big Advance (1)

A thorough delivery of WEB services to local companies, based on established network of local financial institutions.

**Effective networking
with local financials**

**Effective networking
with SMEs across the
country**

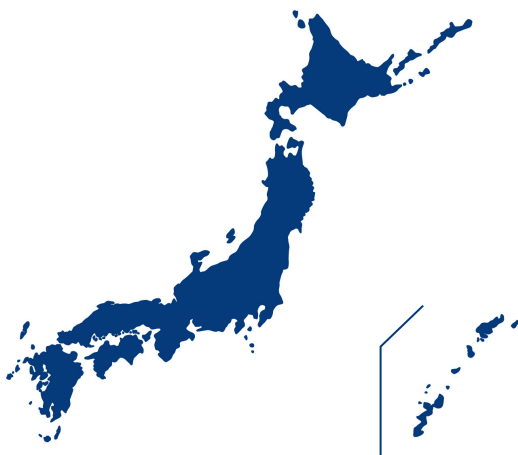
**Fusion of in-person and
technology-based services**

**Data-driven
analysis and returns**

Advantages of using Big Advance (2)

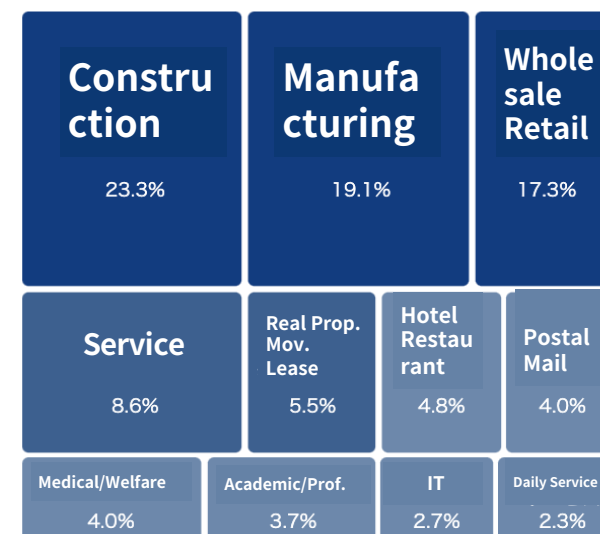
Effective networking with local financial institutions

- An established network of Japan's largest regional financial institutions, including regional banks, second-tier regional banks, shinkin banks, and credit unions, regardless of business category.
- Comprises 78 BA-installed financial institutions that have head offices spanning across 42 prefectures (47 prefectures including branches) and approximately 5,700 branches.



Effective networking with SMEs across the country

- A very effective network of 60,000 or more companies registered with Big Advance nationwide.
- Able to provide services to small, like-sized companies across the sector that were difficult to reach with web-based services.



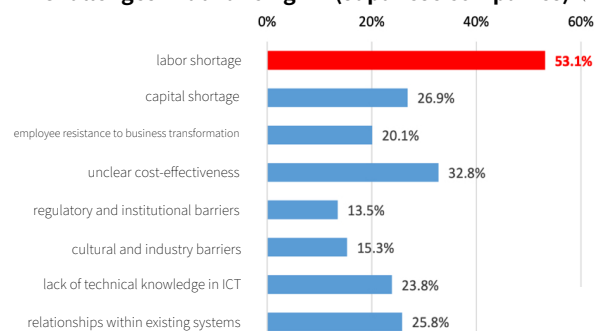
The top three industries of the member companies are construction, manufacturing and wholesale/retail.

Advantages of using Big Advance (3)

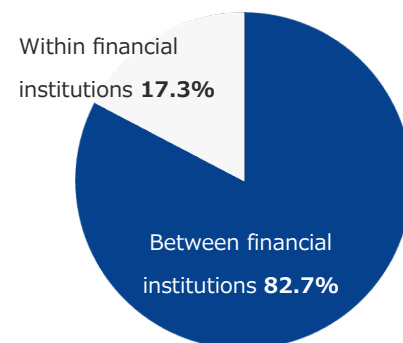
Fusion of in-person and technology-based services

- Trusted personnel at financial institutions in close contact with companies on a daily basis will support the installation and operation of Big Advance to promote DX.
- Share the core values of local companies with those across the country via the web.

Challenges in advancing DX (Japanese companies) (*1)



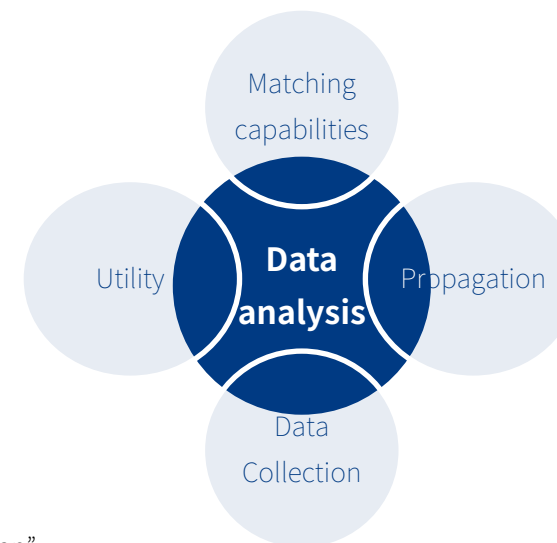
The main issues with DX is “lack of personnel” at 53.1%.



Business talks between regional and financial institutions comprise 82% of the business matching function offered by Big Advance.

Data-driven analysis and returns

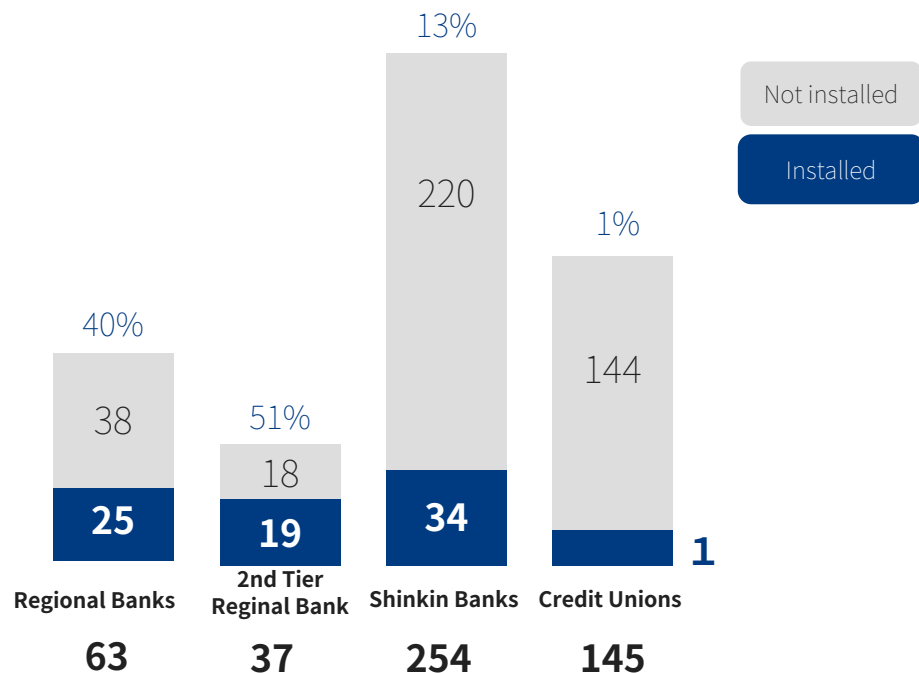
- Core business support to clients of financial institutions by offering data collected by Big Advance (data provisions to begin in April 2022).
- Business matching function offers AI-driven recommendations of business activities to companies.
- Presents ways of using Big Advance on the web, depending on the company's usage, to facilitate the DX process (starting in May 2022).



(*1) Ministry of Internal Affairs and Communications, Japan “2021 White Paper Information and Communications in Japan”

Attracting more users: Expanding the user base

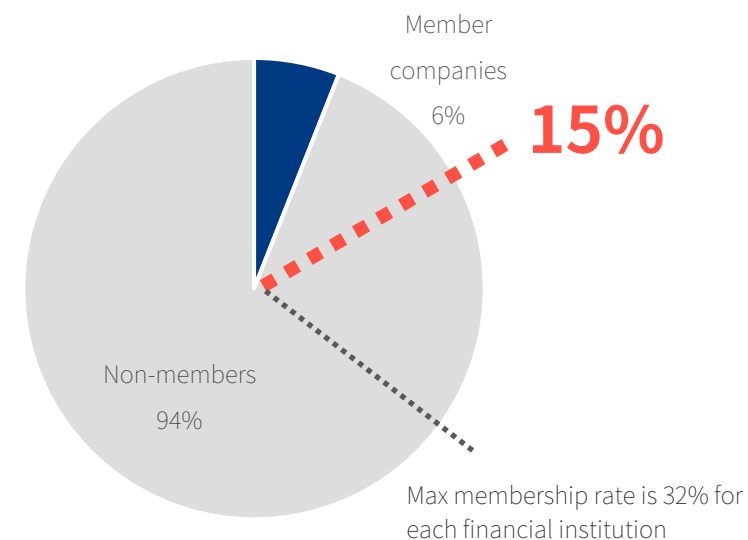
Number of financial institutions



- Installed at 16% (78/499) of financial institutions
- Target for 100 financial institutions to install the system

(as of 31 March 2025)

Potential finance customers



- Potential clients in finance is around 1 million (based on our research) , and the current membership rate for Big Advance is 7%
- Target average membership rate of 15% (150,000 companies)

(Based on the 78 BA-installed financial institutions)

DX Solutions Strategy: Supporting Financial Institutions' Digital Transformation

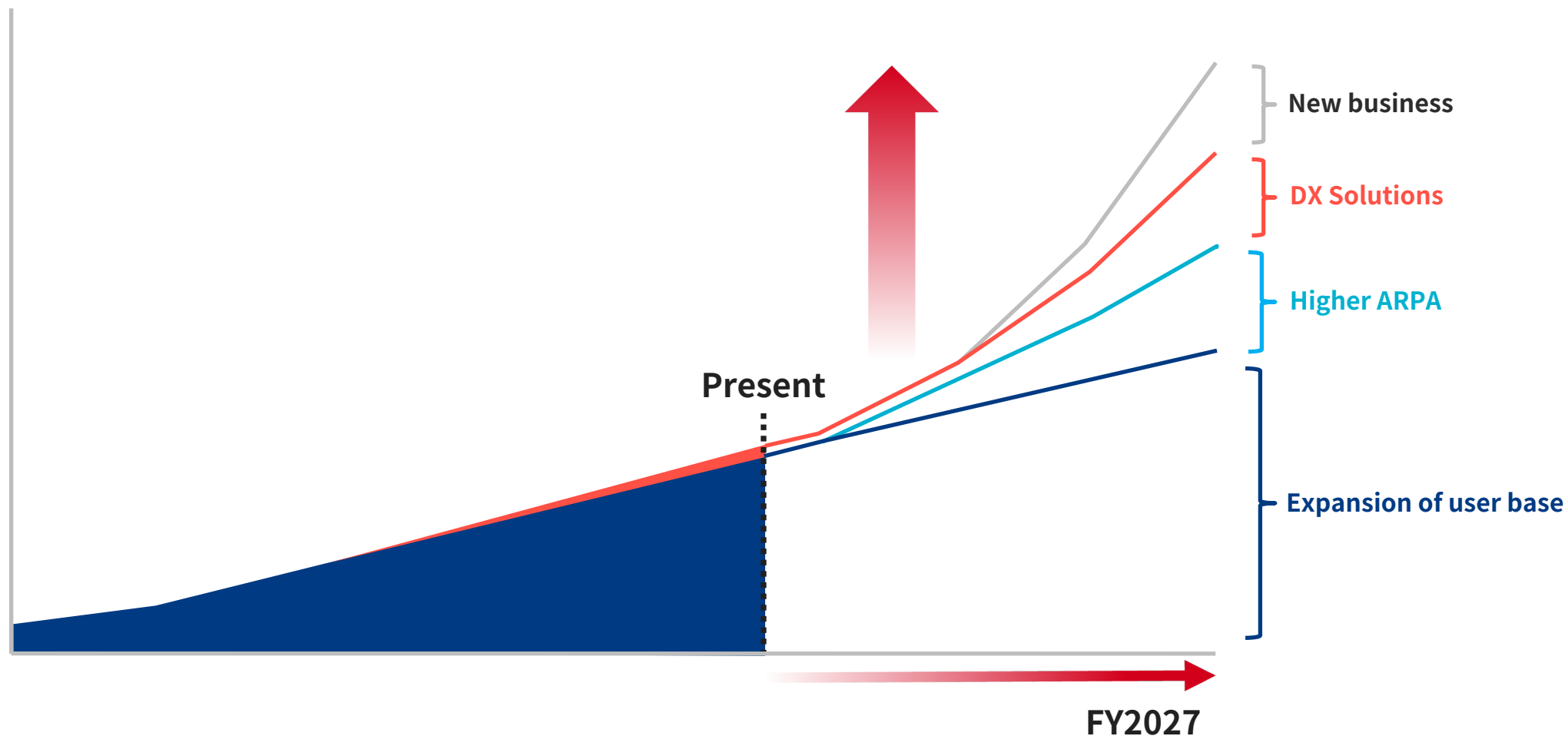


We provide diverse DX solutions to help financial institutions solve various challenges.



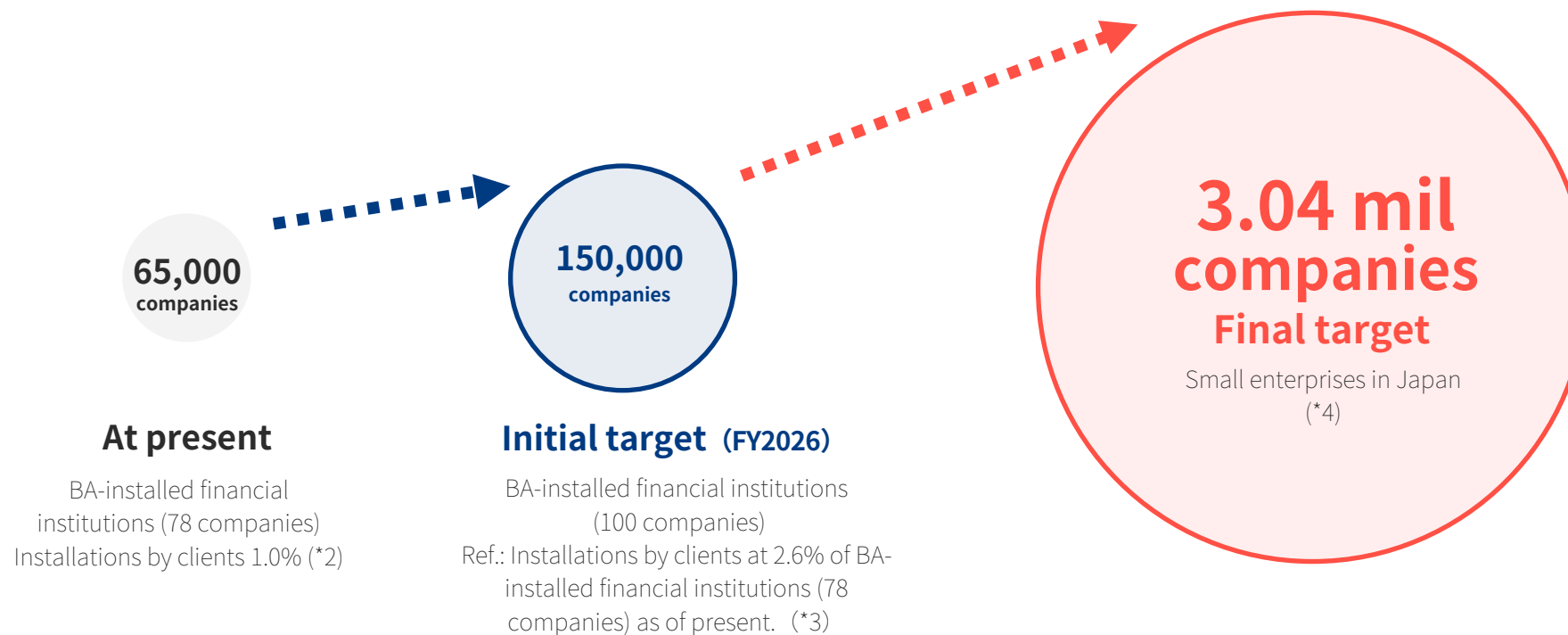
Growth scenarios in the mid-term management plan

Achieve sustainable and exponential growth by expanding the user base, increasing ARPA, and accumulating recurring revenue through DX solutions and new business initiatives.



Further expansion of user base

Target clients of regional financial institutions operating small enterprises across Japan.



Source: "Financial System Report – Annex (July 2019)", Bank of Japan, "Economic Census 2016", Ministry of Internal Affairs and Communications/Ministry of Economy, Trade and Industry, and Financial Services Authority website

(*1) Total number of corporate clients of BA-installed financial institutions (78 companies) = 6.49 million in total (as of March 31, 2024)

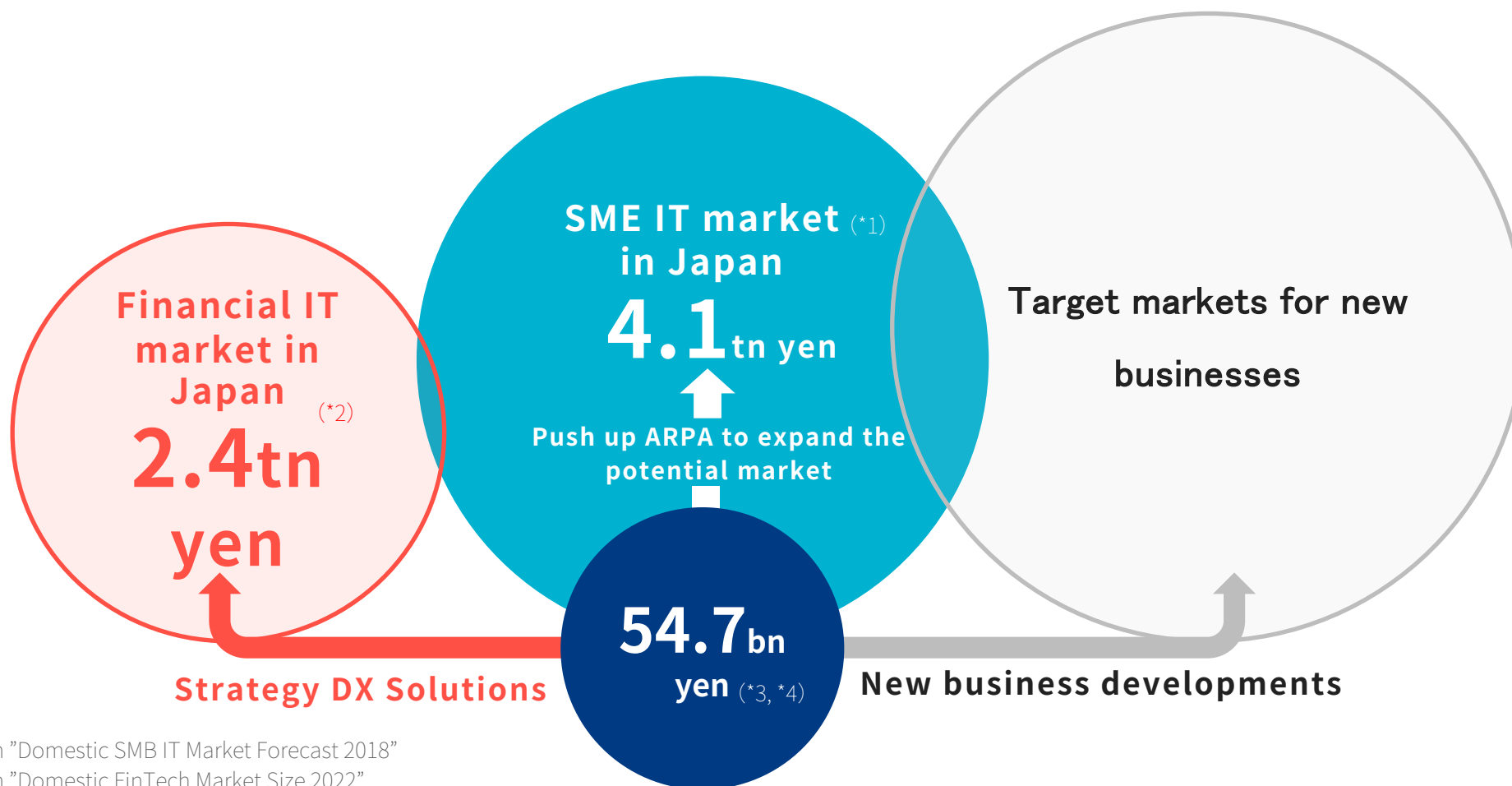
(*2) Installation rate at clients = Big Advance member companies / number of corporate clients of the 80 BA-installed financial institutions (as of March 31, 2024)

(*3) 150,000 companies / Number of corporate clients of the 80 BA-installed financial institutions (as of March 31, 2024)

(*4) 3.58 million SMEs "2016 Economic Census" x 84.9% small businesses "Number of small and medium-sized enterprises (as of June 2016)"

Potential market with room for further expansion

Raise ARPA through offering new functions and links with other companies' services, as well as an expanded user base.



(*1) IDC Japan "Domestic SMB IT Market Forecast 2018"

(*2) IDC Japan "Domestic FinTech Market Size 2022"

(*3) Target customer base x Current fee plan=54.7 billion yen

(*4) target audience × current pricing

Improved stock incentives

- **Stock-based compensation for executives and employees to incentivize medium- to long-term business growth.**
- **Establishment of an Employee Stock Ownership Plan (ESOP) to foster employee engagement in management and enhance future corporate value.**

【Stock-based compensation】

- The ratio of restricted stock and stock options shall be decided based on the stock price and other factors at the time of grant.
- Assumes an annual issuance cap of approximately 1% of outstanding shares, with a maximum dilution of 5% over the next five years (2022 – 2026).
- 3.0% of total shares outstanding, including restricted stock and unexercised stock options as of FY2023.

【ESOP】

- Establishment of an Employee Stock Ownership Plan (ESOP) with a 10% matching contribution.

Sustainable Development Goals (SDGs)

We strive to “Find the future in corporate value“, and “make technologies accessible to SMEs” through on-going efforts to add corporate value and commit to resolving social issues through our engagements.



8 DECENT WORK AND
ECONOMIC GROWTH



8.3

Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the births and growth of micro-, small- and medium-sized enterprises by improving access to financial services.

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



9.1

Develop quality, reliable, sustainable and resilient regional and trans-border infrastructures, to support economic development and human well-being, with a focus on affordable and equitable access for all.

17 PARTNERSHIPS
FOR THE GOALS



17.17

Encourage and promote effective public, public-private, and civil society partnerships, building on the experience and resourcing strategies based on a wealth of partnerships experiences.

- The contents contained this document are based on generally accepted economic, social and other conditions as of the date of preparation and certain assumptions that we judged to be reasonable, but may be subject to change without notice due to changes in the business environment or other reasons.
- The materials and information provided in this document contain so-called "forward-looking statements". They are based on current expectations, forecasts, and assumptions that involve risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Such risks and uncertainties include general industry and market conditions, and general national and international economic conditions, such as interest rate and forex swings.
- The Company assumes no obligation to update or revise the "forward-looking information" contained in this document, even in the event of new information released or future incidents.