



Briefing Materials for the Financial Results of Second Quarter of Fiscal Year 2025

PR TIMES Corporation
(TSE Prime and NSE Premier | 3922)

October 14, 2025

Financial results for second quarter of FY2025

- Net sales and operating profit increased 20.5% and 112.8% year on year, respectively, reaching record highs.
- Quarterly operating profit achieved over ¥1.0 billion for the first time.
- The net sales growth rate exceeded 20% for the first time in six quarters. The operating profit ratio also surpassed 40% for the first time in 15 quarters.

Financial results forecasts for FY2025

- The full-year forecasts for FY2025 have been revised upward, with net sales at ¥9.522 billion (up 19.0% year on year) and operating profit at ¥3.6 billion (up 91.8% year on year). The dividend forecast has also been revised in line with the full-year forecasts, to ¥13.60 per share (up 32.0% year on year) based on a dividend on DOE of 2% or more.
- The progress ratio against the upwardly revised full-year forecasts indicates a higher rate of achievement than in the previous fiscal year. While the revision range remains conservative, upfront investments are steadily being increased.

Services trends

- The number of PR TIMES press releases increased by 19.1% year on year, a new record high of 116,736 for the quarter. The growth rate recovered to above 15% for the first time in 13 quarters, since the first quarter of FY2022.
- The number of companies using Jooto’s paid version was 2,565 (down 2.8% quarter on quarter), while the average unit price was ¥13,033 (up 4.5% quarter on quarter). The number of Tayori’s paid accounts was 1,514 (up 3.3% quarter on quarter), while the average unit price was ¥9,897 (up 16.9% quarter on quarter).

Road to Milestone 2025, towards 2030

- We expect to surpass the ¥3.5 billion operating profit targeted in Milestone 2025, its current medium-term management goals, anticipating reaching a 20-fold growth in operating profit within a decade of our listing.
- Guided by our mission, “Towards an Age Where Information Inspires Hearts and Minds,” we have set even more ambitious goals for FY2030, driving bold growth in both social impact and corporate value.

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Road to Milestone 2025, towards 2030

Financial Results for the First-half of FY2025

- Compared to the initial first-half forecasts announced on April 11, net sales were up 5.6%, operating profit was up 28.5% and profit was up 28.3%. All key performance indicators exceeded both the previous year levels and target figures, sustaining steady growth.
- Operating profit ratio significantly improved to 40.5%. The progress in balancing growth potential and profitability has laid a solid foundation for the next medium-term management goals, Milestone 2030.

(Millions of yen)	FY2024		FY2025			Initial financial results forecasts		Revised forecasts (Sep. 12)	
	1st Half	2nd Half	1st Half	Year on Year	Half on Half	1st Half	vs. Forecasts	1st Half	vs. Forecasts
Net sales	3,892	4,111	4,674	120.1%	113.7%	4,425	105.6%	4,674	100.0%
Gross profit	3,289	3,432	3,935	119.7%	114.6%	—	—	—	—
[Gross profit ratio]	[84.5%]	[83.5%]	[84.2%]	—	—	—	—	—	—
SG&A expenses	2,330	2,514	2,043	87.7%	81.3%	—	—	—	—
EBITDA	1,064	1,109	2,043	192.0%	184.1%	1,609	126.9%	2,041	100.1%
Operating profit	958	918	1,892	197.4%	205.9%	1,472	128.5%	1,890	100.1%
[Operating profit ratio]	[24.6%]	[22.3%]	[40.5%]	—	—	[33.3%]	—	[40.4%]	—
Profit	634	483	1,272	200.4%	262.9%	992	128.3%	1,264	100.6%

Financial Results for the Second Quarter of FY2025

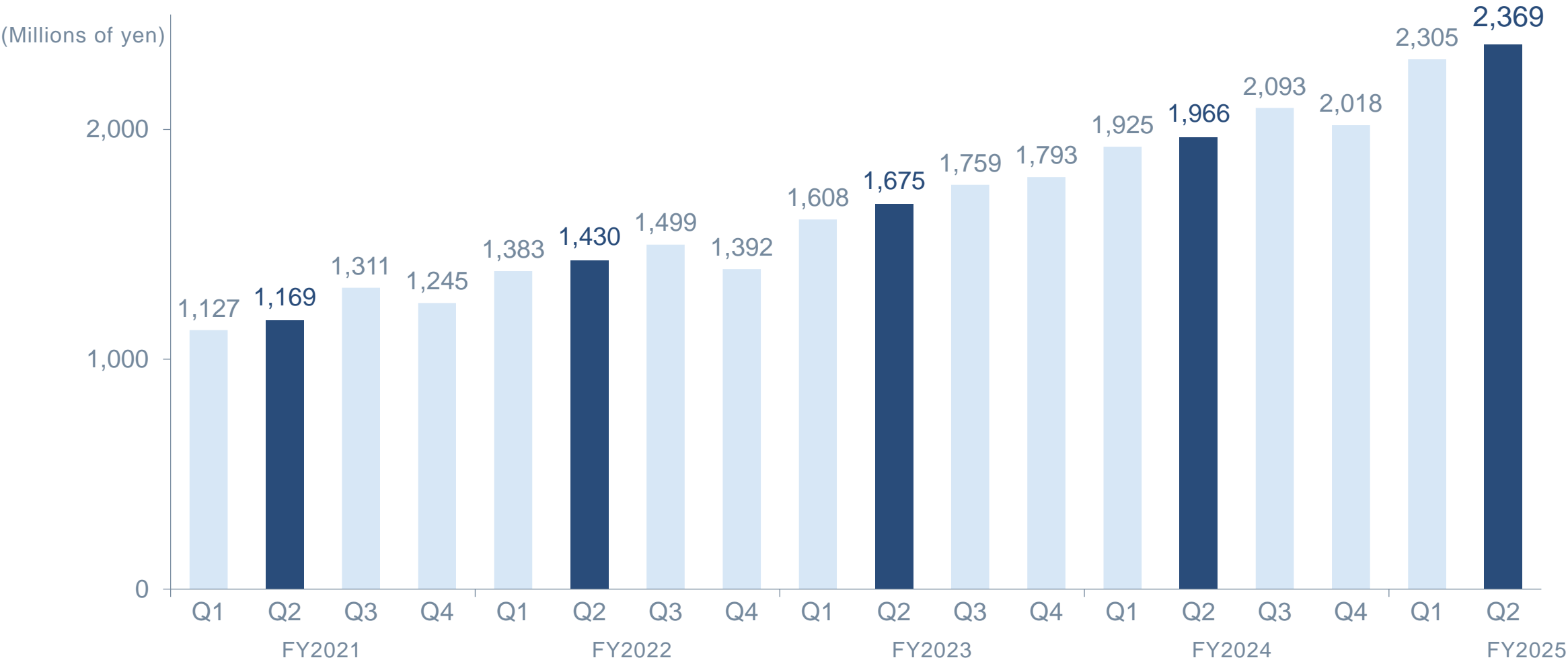
- We posted net sales of ¥2,369 million (120.5% year on year; 102.8% quarter on quarter) and operating profit of ¥1,008 million (212.8% year on year; 114.2% quarter on quarter).
- Quarterly operating profit achieved ¥1,000 million for the first time.

(Millions of yen)	FY2024			FY2025		Year on Year	Quarter on Quarter
	Q2	Q3	Q4	Q1	Q2	(YoY)	(QoQ)
Net sales	1,966	2,093	2,018	2,305	2,369	120.5%	102.8%
Gross profit	1,658	1,765	1,667	1,940	1,995	120.3%	102.8%
[Gross profit ratio]	[84.3%]	[84.4%]	[82.6%]	[84.2%]	[84.2%]	—	—
SG&A expenses	1,184	1,127	1,386	1,056	986	83.3%	93.3%
EBITDA	529	693	416	949	1,093	206.6%	115.2%
Operating profit	473	638	280	883	1,008	212.8%	114.2%
[Operating profit ratio]	[24.1%]	[30.5%]	[13.9%]	[38.3%]	[42.6%]	—	—
Profit	313	373	110	572	699	222.8%	122.2%

Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

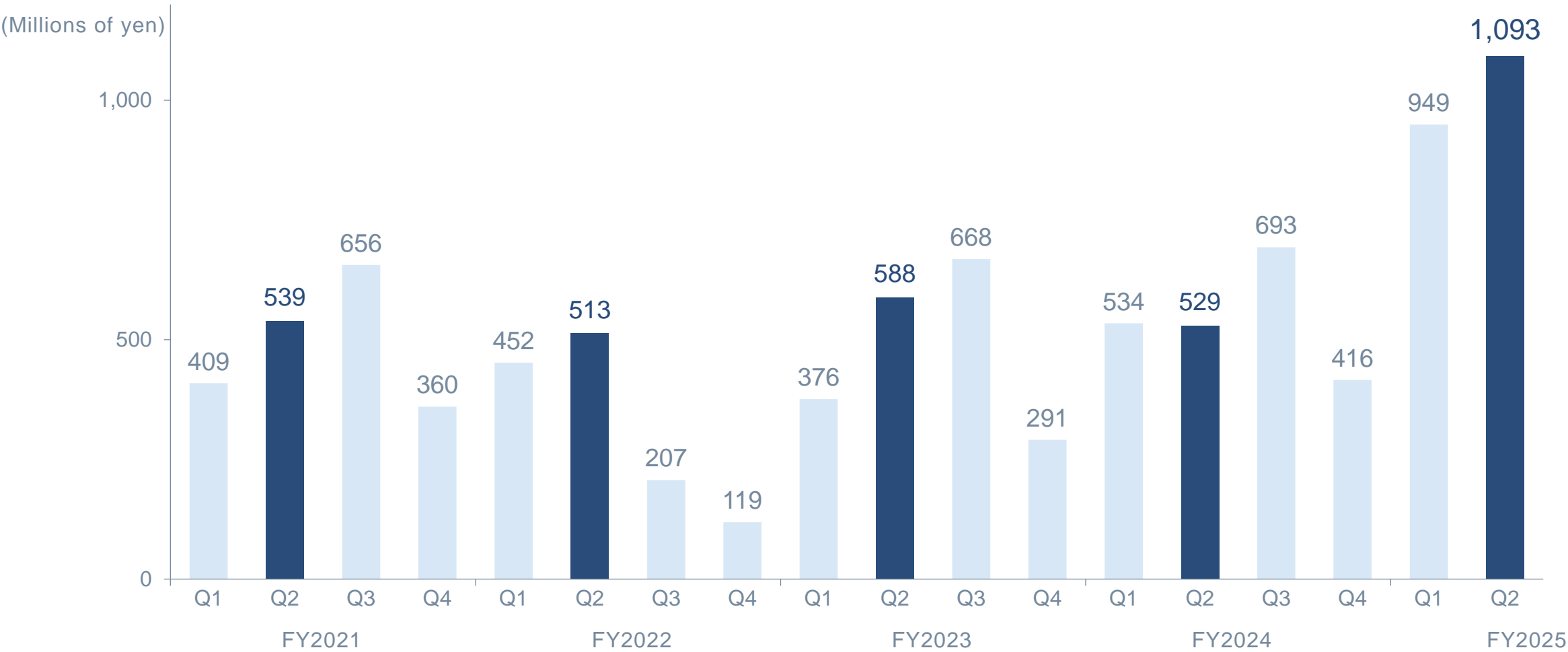
Changes in Quarterly Net Sales

- Net sales reached a record high for the second consecutive quarter, indicating a continued growth trajectory.



Changes in Quarterly EBITDA

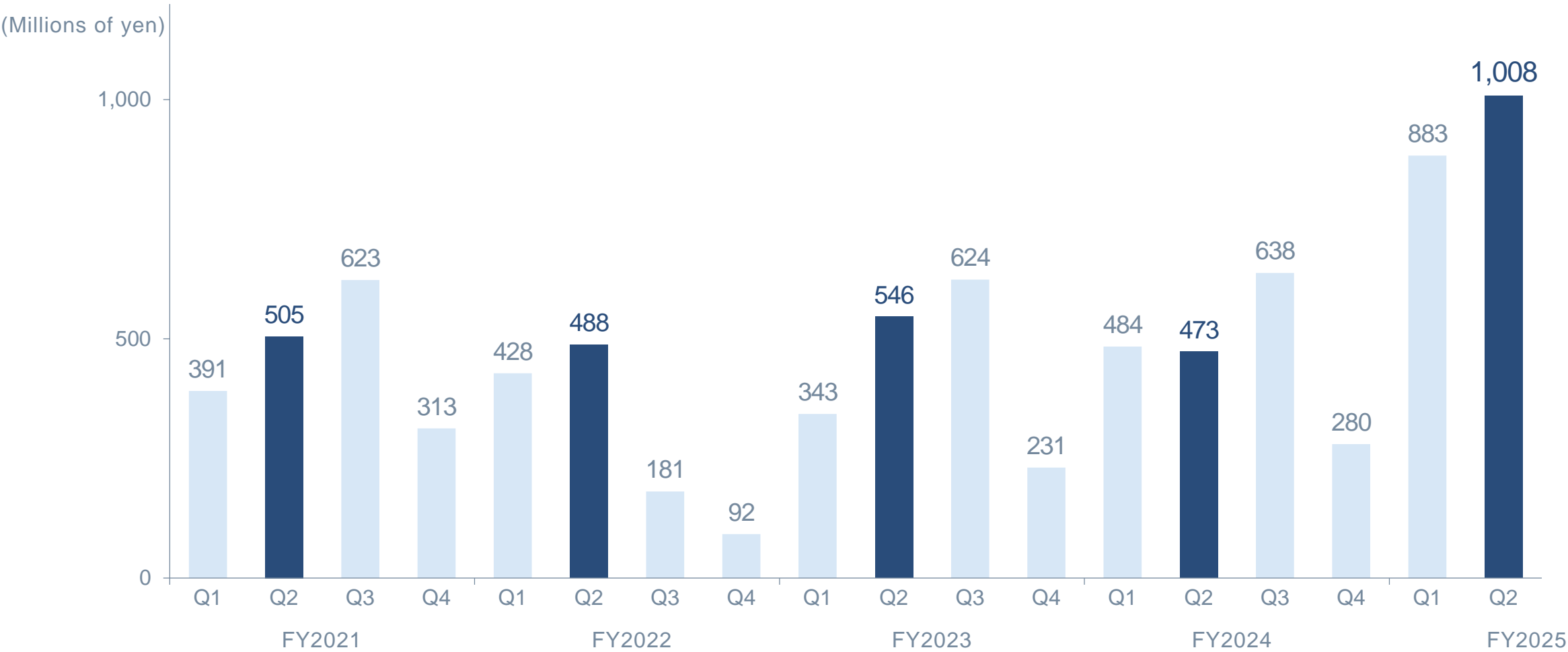
- EBITDA, for the first time in 15 quarters since the third quarter of FY2021, reached a record high for the second consecutive quarter.



Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

Changes in Quarterly Operating Profit

- Operating profit as well, for the first time in 15 quarters since the third quarter of FY2021, hit a record high for the second consecutive quarter.



Breakdown and Ratios of Quarterly SG&A Expenses

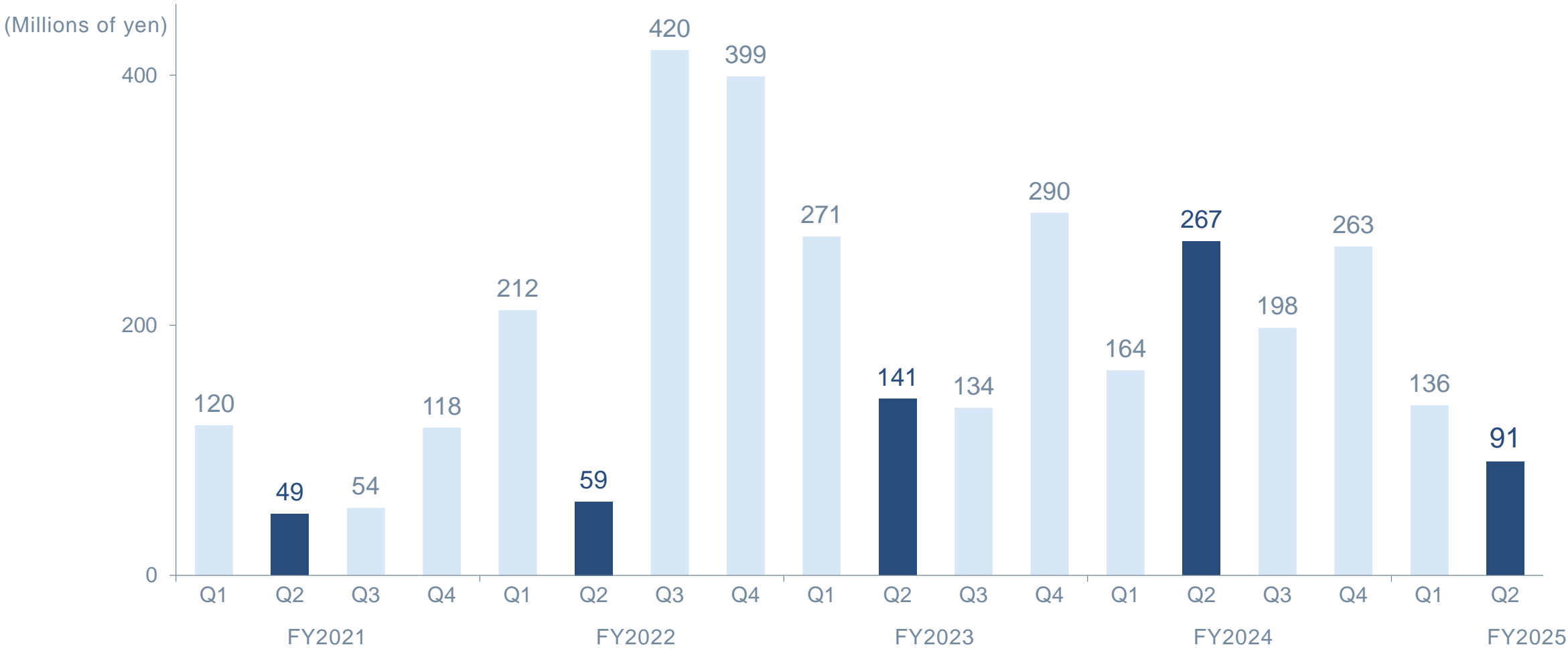
- S&M included a collaborative commercial with the professional baseball program and advertising placements at Hanshin Koshien Stadium.
- R&D expenses temporarily declined due to the impact of in-house development, but are currently trending toward recovery.
- G&A has consistently remained below 10% of net sales.

(Millions of yen)	FY2024						FY2025			
	Q2		Q3		Q4		Q1		Q2	
	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales	Amount	Percentage of net sales
Net sales	1,966	100.0%	2,093	100.0%	2,018	100.0%	2,305	100.0%	2,369	100.0%
Cost of sales	308	15.7%	327	15.6%	351	17.4%	364	15.8%	373	15.8%
S&M	747	38.0%	712	34.0%	991	49.1%	726	31.5%	660	27.9%
R&D	283	14.4%	272	13.0%	216	10.7%	158	6.9%	171	7.3%
G&A	154	7.8%	143	6.8%	178	8.8%	171	7.5%	154	6.5%
Operating profit	473	24.1%	638	30.5%	280	13.9%	883	38.3%	1,008	42.6%

Note: S&M, R&D, and G&A are abbreviations for Sales & Marketing, Research & Development, and General & Administrative expenses, respectively.
These figures have not been audited or reviewed by the financial auditor.

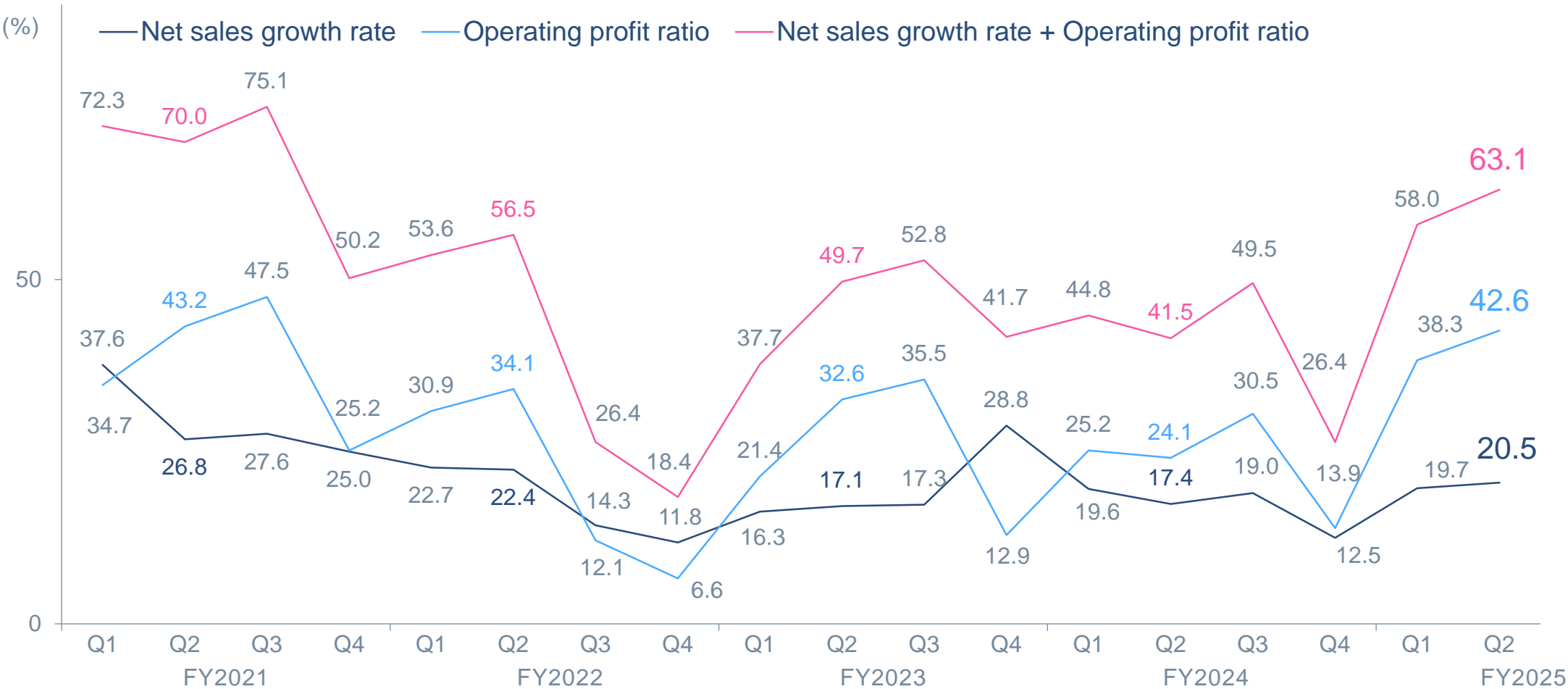
Changes in Quarterly Advertising Expenses

- Advertising expenses totaled ¥91 million (down 65.7% year on year) and remained at a restrained level.



Changes in Net Sales Growth Rate and Operating Profit Ratio

- Total of net sales growth rate and operating profit ratio reached a high level of 63.1%. The net sales growth rate exceeded 20% for the first time in six quarters since the fourth quarter of FY2023, while the operating profit ratio surpassed 40% for the first time in 15 quarters since the third quarter of FY2021.
- Going forward, by driving aggressive yet disciplined investment, we will continue to pursue both sustainable growth and profit expansion.



Upward Revision to Full-year Forecasts and Dividend Forecasts for FY2025

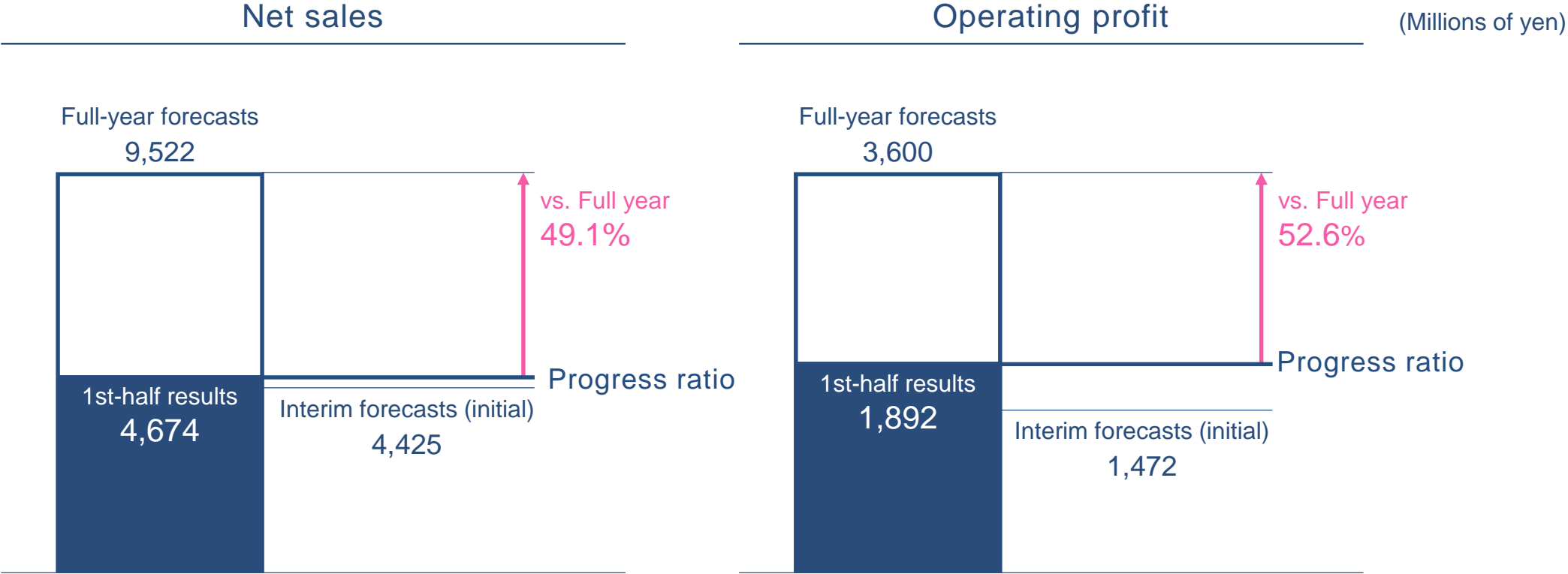
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- The full-year forecasts for FY2025 have been revised upward, with net sales at ¥9.522 billion (up 19.0% year on year) and operating profit at ¥3.6 billion (up 91.8% year on year).
- The dividend forecast has also been revised upward in line with the full-year forecasts, to ¥13.60 per share (up 32.0% year on year) based on a dividend on DOE of 2% or more.
- Our core business, PR TIMES, performed steadily, exceeding the target. Sales of PR Partner Services in peripheral areas increased 38.4% year on year and 14.8% from the target, indicating a strong start. SaaS businesses Jooto and Tayori are progressing in line with their targets, advancing the diversification of the business portfolio.
- Glucose accelerated its growth, with net sales of ¥291 million (up 76.8% year on year; +23.6% of target) and operating profit of ¥81 million (up 97.5% year on year; +93.8% of target). NAVICUS achieved a V-shaped recovery, with net sales of ¥303 million (up 28.2% year on year; +9.5% of target) and operating profit of ¥50 million (returning to profitability; +299.4% of target).

(Millions of yen)	FY2024	FY2025	FY2025	Compared with results of the previous fiscal year		Range of forecasts
	full-year results	full-year forecasts (initial)	full-year forecasts (revised)	Amount	Percentage	
Net sales	8,003	9,205	9,522	1,518	119.0%	±5.0%
EBITDA	2,174	3,442	3,973	1,798	182.7%	±15.0%
Operating profit	1,877	3,149	3,600	1,722	191.8%	±15.0%
[Operating profit ratio]	[23.5%]	[34.2%]	[37.8%]	–	[14.3%]	–
Profit	1,118	2,122	2,410	1,291	215.4%	±15.0%
Annual dividend	¥10.30	¥13.20	¥13.60	¥3.30	132.0%	

Note: EBITDA = Operating profit + Depreciation + Amortization of goodwill + Share-based payment expenses

- Following today’s upward revision, the percentage of full-year forecasts progressed was 49.1% (48.6% in the same period of the previous fiscal year) for net sales and 52.6% (51.1% in the same period of the previous fiscal year) for operating profit.
- Both net sales and operating profit indicate a higher rate of achievement than in the previous fiscal year. While the upwardly revised full-year forecasts remain conservative, upfront investments are steadily being increased.



- Driven by the expansion of operating cash flows, cash and deposits balance continued to accumulate, surpassing ¥7.0 billion.
- ROE stood at 24.5% and ROA at 20.2%, both reaching high levels of performance.

(Millions of yen)	As of August 31, 2024	As of May 31, 2025	As of August 31, 2025	Year on Year	Quarter on Quarter
Current assets	5,785	7,001	8,185	141.5%	116.9%
Of which, cash and deposits	4,807	5,913	7,016	145.9%	118.7%
Non-current assets	1,830	1,639	1,598	87.3%	97.5%
Of which, goodwill	223	87	80	35.8%	91.2%
Total assets	7,615	8,640	9,784	128.5%	113.2%
Current liabilities	1,280	1,287	1,668	130.3%	129.5%
Of which, contract liabilities	314	358	397	126.1%	110.7%
Non-current liabilities	2	1	1	48.7%	87.4%
Net assets	6,333	7,351	8,115	128.1%	110.4%
ROA	17.4%	17.4%	20.2%	—	—
ROE	21.0%	20.7%	24.5%	—	—

Note: ROA and ROE have been calculated based on figures of the latest 12 months.

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Road to Milestone 2025, towards 2030



<https://prtimes.jp>

Companies

Number of companies using PR TIMES

116,930

Percentage of listed companies in Japan using PR TIMES

63.9%
(2,585 out of 4,045 companies)

Number of press releases

42,587 per month (Jul. 2025)

Media

Delivery media list

10,937 media

Number of media users

28,475 persons

Number of partner media

264 media

Consumers

Number of site views

89.84 million page views per month (Aug. 2023)

Social media accounts

Facebook: 128,180

X (formerly Twitter): 495,715

Number of individual users

252,762 persons

- The number of publicity for the second quarter of FY2025 reached 76 releases across 61 media (73.1% of that in the same period of the previous fiscal year).
- One of the values we offer is publicity, and our publicity achievements demonstrate the high value of using PR TIMES.

 TV 1 release across 1 medium

サンテレビ「NEWS×情報 キャッチ+」

 Magazines 13 releases across 11 media

懸賞なび | CALL CENTER JAPAN | 週刊東洋経済 | ソイフードジャーナル | Tarzan | Diamond WEEKLY | 日経マネー | 販促会議 | 飛翔 | POP EYE | 労基旬報

 Newspapers 27 releases across 18 media

沖縄タイムス | 桐生タイムス | 神戸新聞 | The Bunka News | 新聞情報 | 新聞之新聞 | 新聞報 | 聖教新聞 | 千葉日報 | 中日新聞 | 中部経済新聞 | 日刊県民福井 | 日刊工業新聞 | 日本経済新聞 | 日本農業新聞 | フードウィークリー | 福井新聞 | みなと新聞

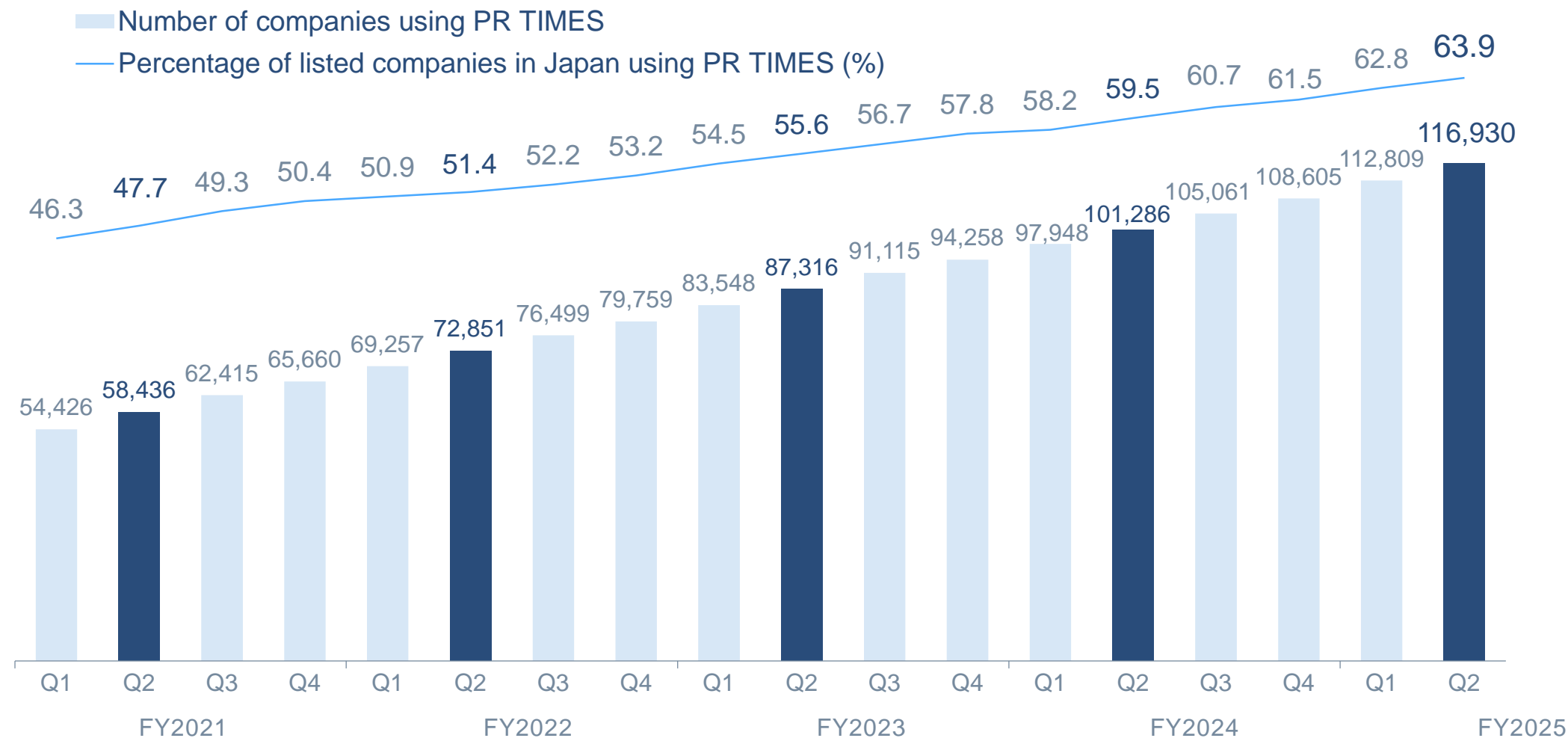
 Web 35 releases across 31 media

Alsmiley | ITmediaビジネスオンライン | AdverTimes(アドタイ) | advanced by massmedian | AMP | Web幹事 | VOIX | クロワッサンONLINE | coki | SIGN NEWS SITE | CBCweb | syncAD | 楽しいニュース | 千葉日報 | 中日BIZナビ | DX MAGAZINE | 日刊産業新聞 | 日本経済新聞 | NewsPicks | HOWHERE | pr news. | PRマガジン | Beautypressman | FISCO | PRESIDENT Growth | ProductZine | マーケトランク | マイナビウーマン | Marisol | MouLa HOKKAIDO | UNICORN

- Publicity releases reproduced in Yahoo! News, livedoor News, SmartNews, LINE NEWS, NewsPicks, antenna, etc., are omitted.
- Publicity releases reproduced from newspapers and magazines to their respective online editions are omitted.
- Publicity releases related to the Company's stock price are omitted.
- Figures include media that were published more than once.

(June 2025 to August 2025; media names listed in Japanese alphabetical order)

- The number of companies using PR TIMES reached 116,930 (up 15,644 companies year on year; up 4,121 companies quarter on quarter).
- 63.9% (2,585 out of 4,045) of all listed companies used PR TIMES.

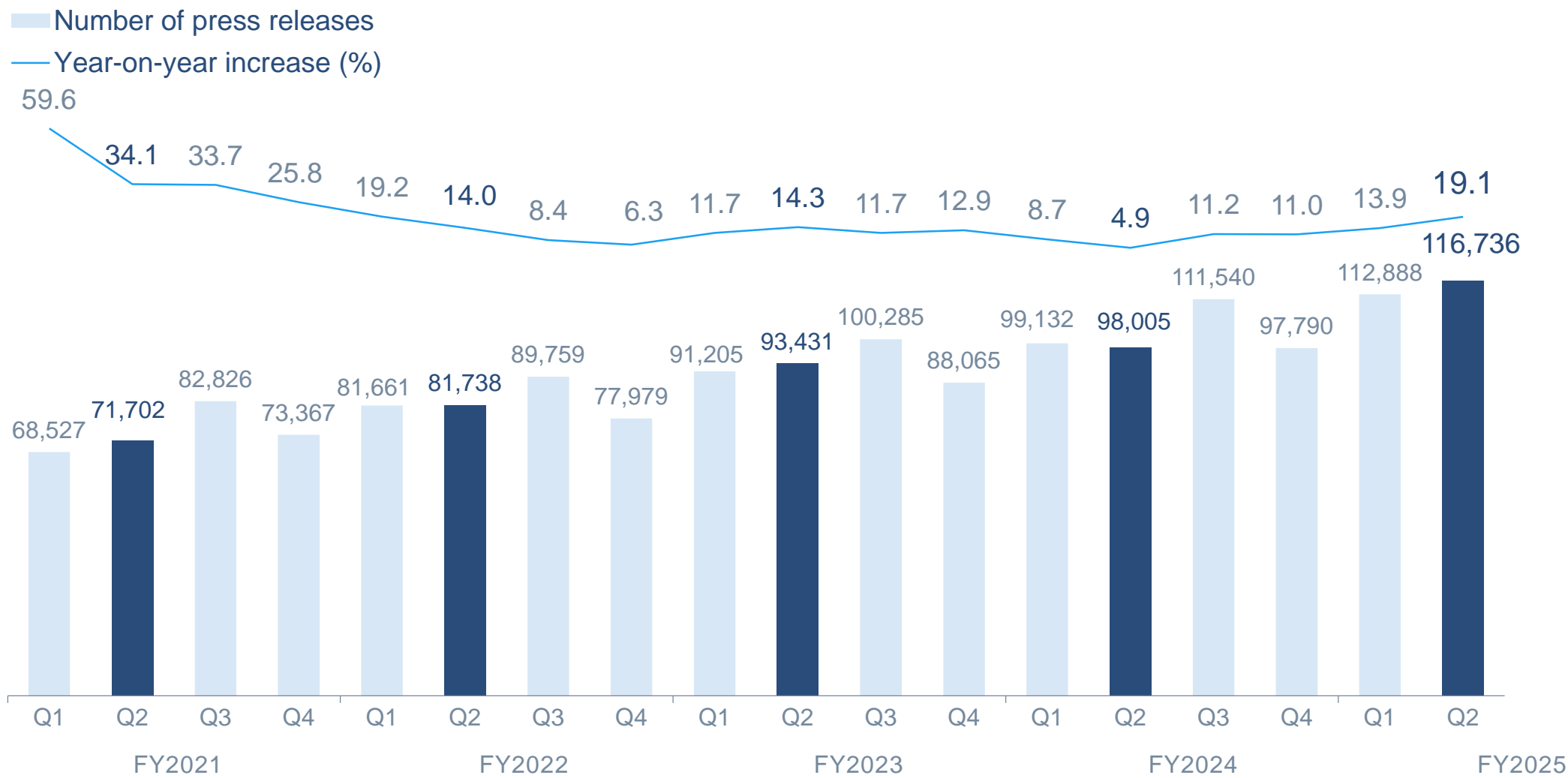


- The total number of contracts for term plans is 3,233 (up 395 companies or 13.9% year on year), including 2,883 companies under annual plans (up 350 companies or 13.8% year on year) and 350 companies under semi-annual plans (up 45 companies or 14.8% year on year).



Note: PR TIMES offers a pay-as-you-go plan at ¥30,000 per use, as well as fixed-rate plan options (¥80,000 per month, ¥75,000 per month for a semi-annual contract, and ¥70,000 per month for an annual contract). Figures present annual and semi-annual contracts and their total.

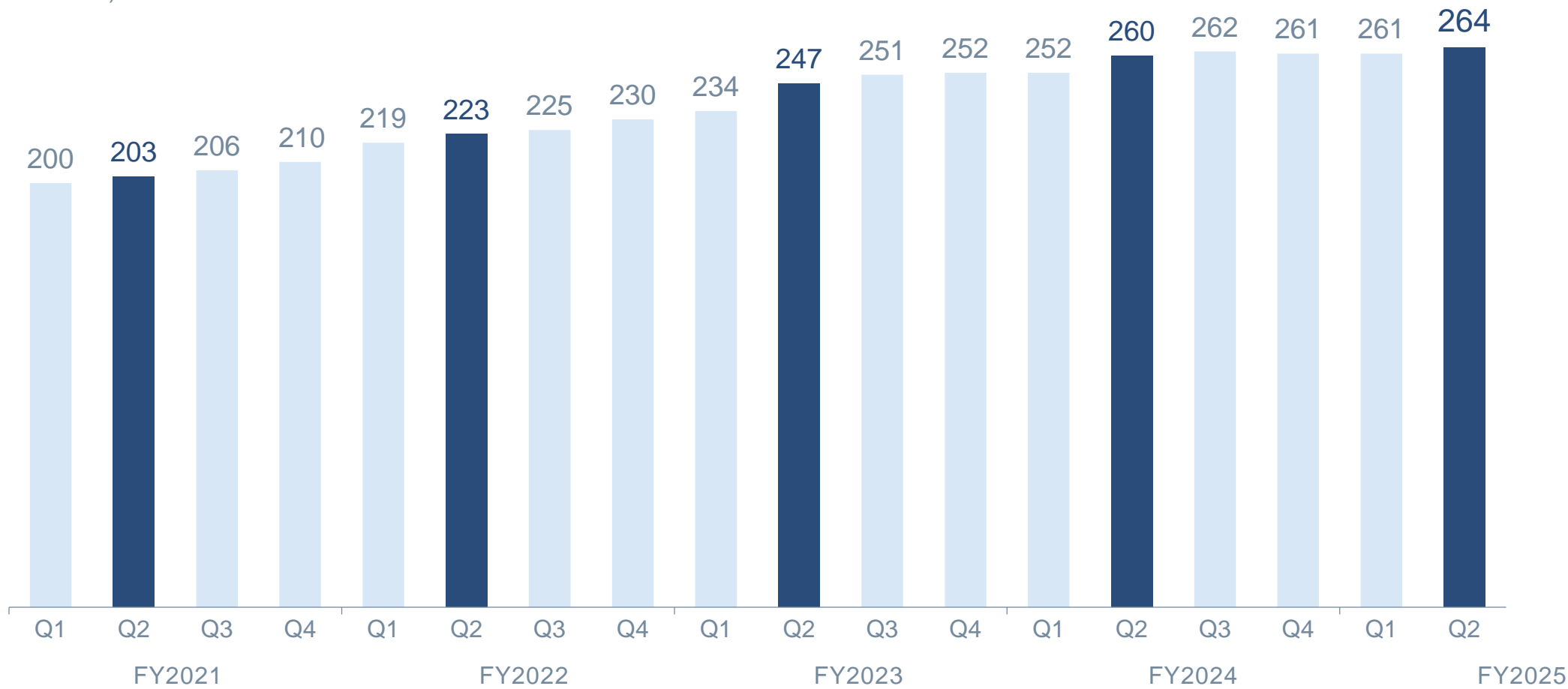
- The number of press releases was 116,736 (up 19.1% year on year; up 3.4% quarter on quarter), reaching a record high. The growth rate recovered to above 15% for the first time in 13 quarters, since the first quarter of FY2022.



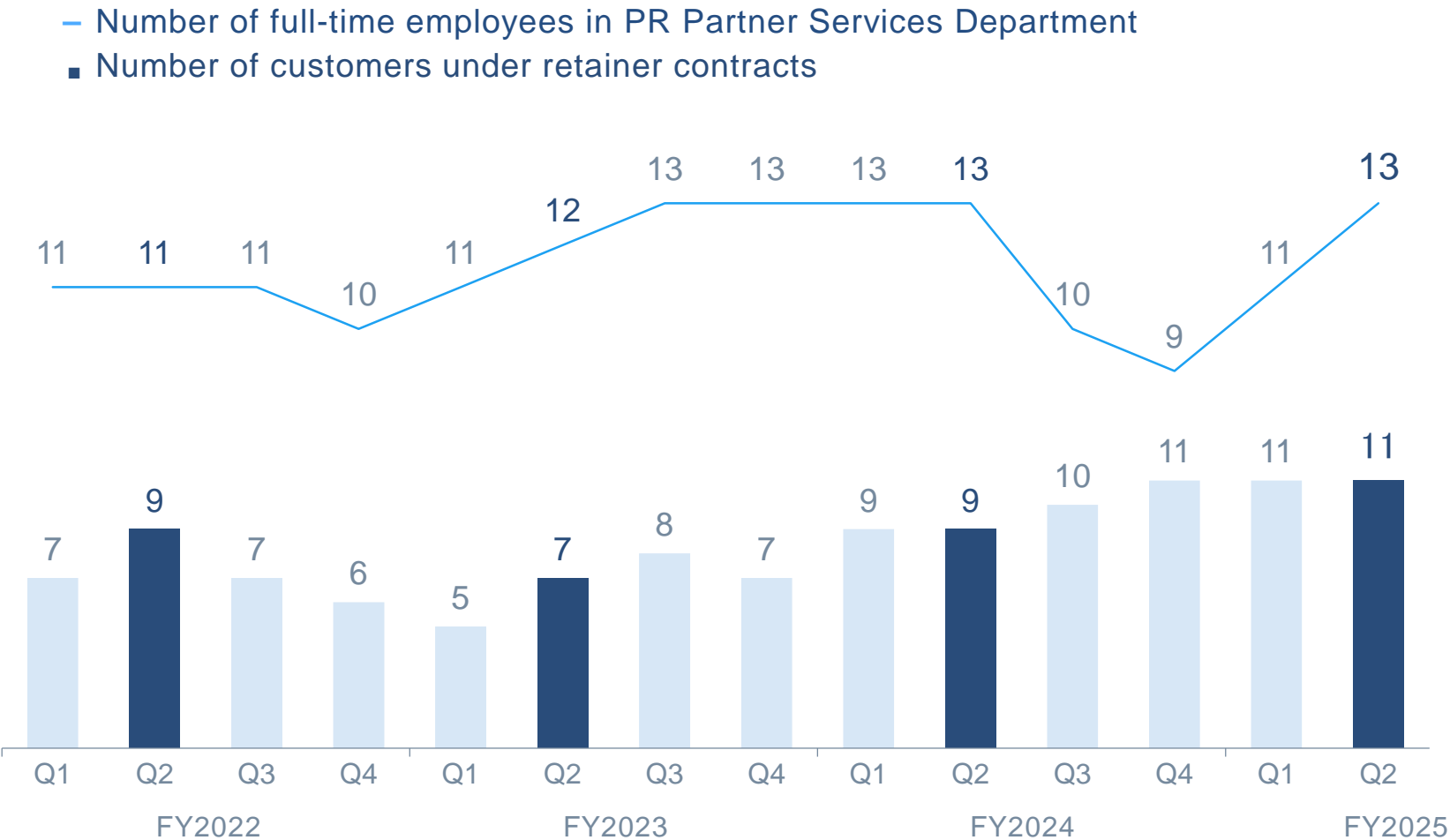
- The number of partner media was 264 (5 media added, 2 media decreased).



(Number of media)

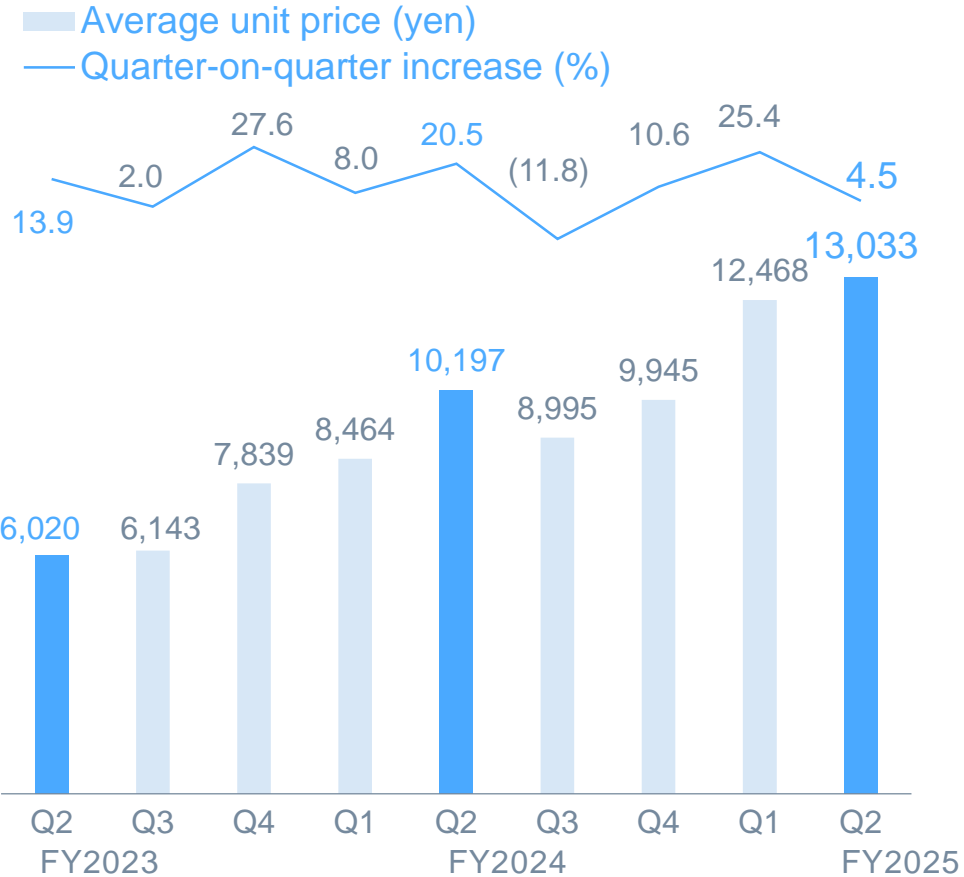
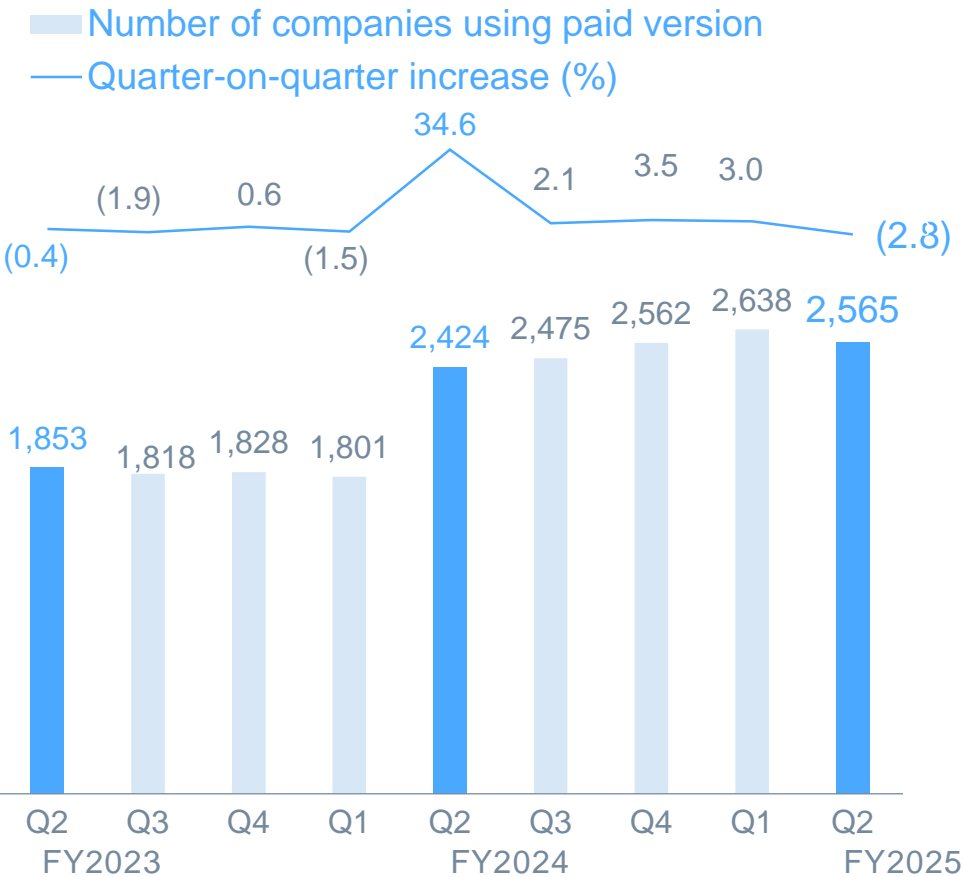


- Although net sales in the second quarter increased by 22.4% year on year, the number of customers under retainer contracts remained flat.
- The number of full-time employees increased by two, ahead of schedule. Further organizational expansion is planned going forward.

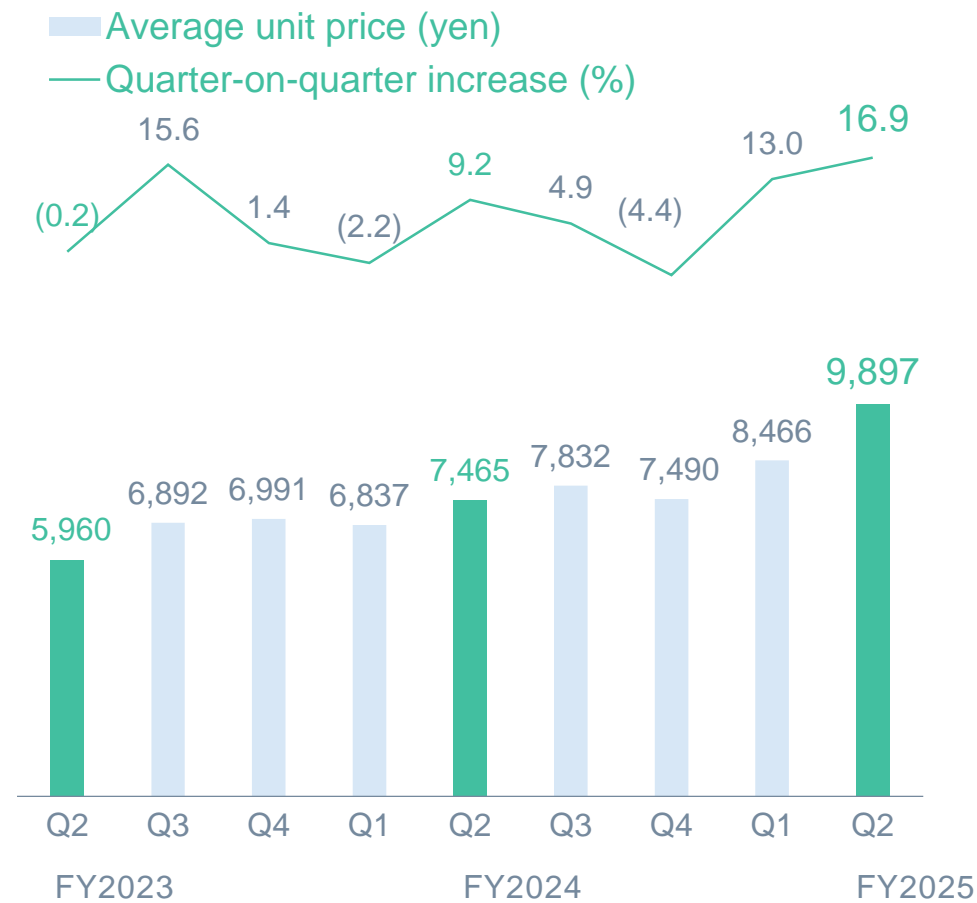
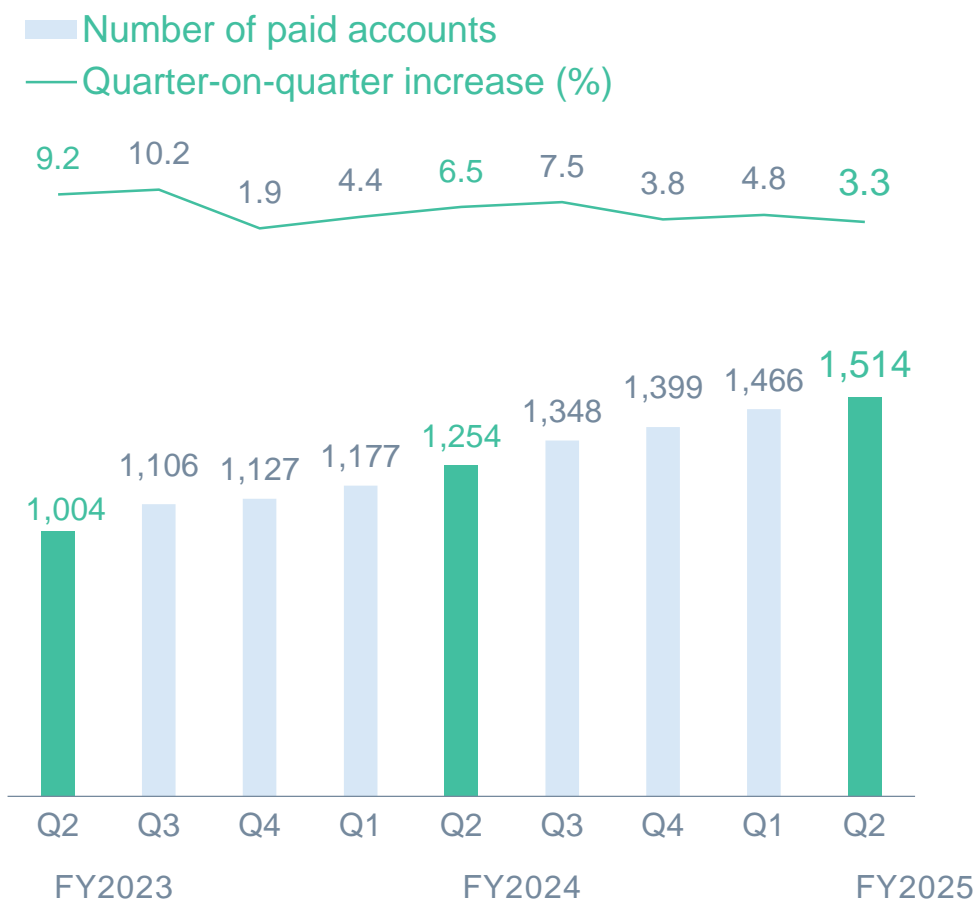


Note: The number of customers under retainer contracts is defined as the number of customers with contracts of at least ¥500,000 per month and in operation for the most recent six consecutive months.

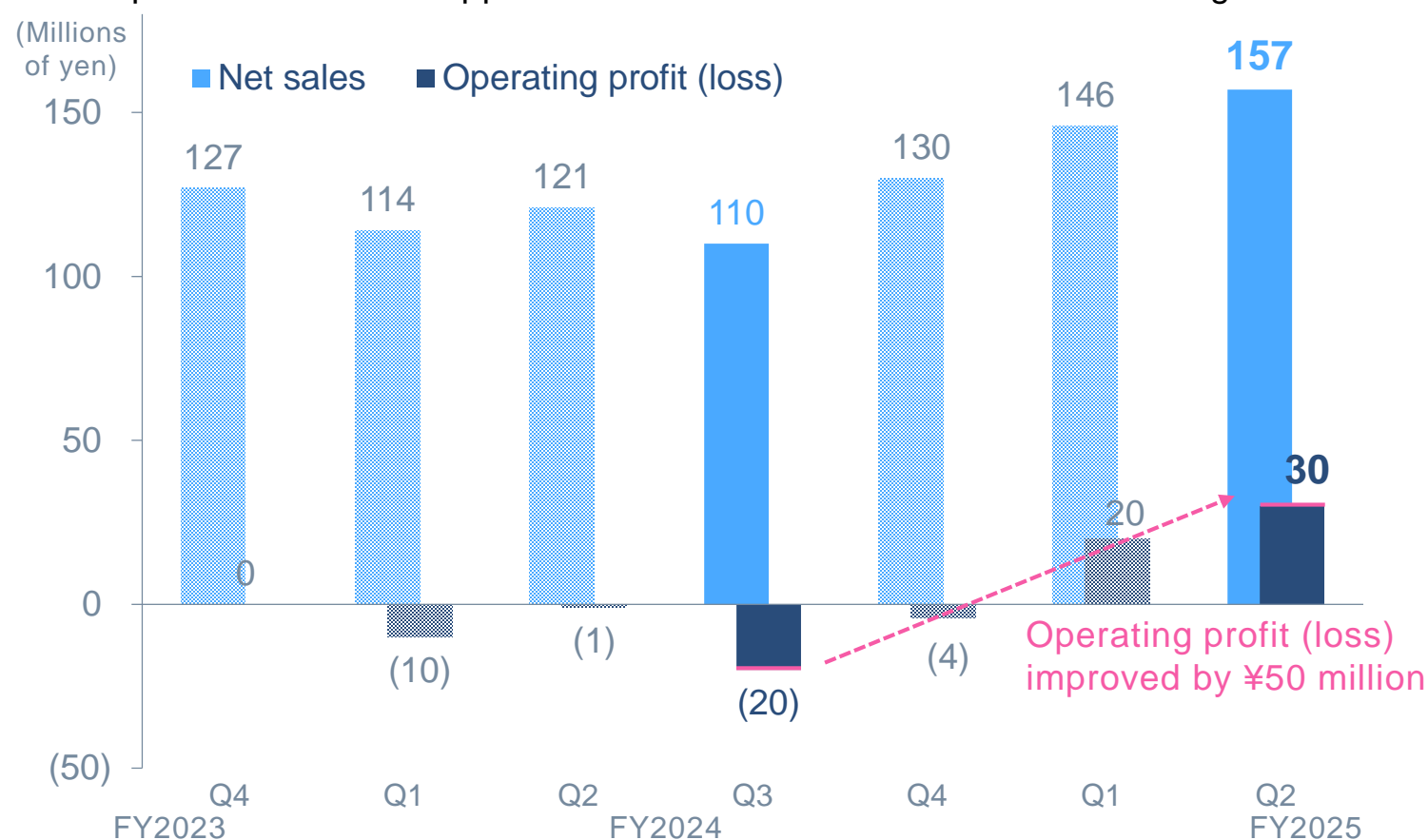
- The number of companies using the paid version temporarily declined to 2,565 (down 73 companies or 2.8% quarter on quarter). The number of paying company users surged due to a change in the free plan, which reduced the free plan’s user limit from four to one in the same quarter of the previous fiscal year. Reflecting the reversal of this surge, we experienced certain cancellations during the renewal of annual plans.
- The average unit price per company increased for the third consecutive quarter to ¥13,033 (up 4.5% quarter on quarter; up 27.8% year on year). This steady trend was driven by higher unit prices, supported by expanded integration between Jooto and other collaboration services.



- The number of paid accounts increased for the 18th consecutive quarter to 1,514 (up 48 accounts or 3.3% quarter on quarter).
- The average unit price was ¥9,897 (up 16.9% quarter on quarter), marking a new record high since measurements began. This was supported by price revisions to the professional plan and enhanced value through BPaaS implementation support.



- Over the three quarters following the M&A, net sales declined from ¥127 million to ¥110 million, and operating profit fell from zero to minus ¥20 million. Nevertheless, in the second quarter of FY2025, net sales rebounded to ¥157 million and operating profit recovered to ¥30 million, marking a sharp turnaround. Full-year results returned to operating profitability for the first time in five fiscal periods on a comparable basis.
- Transactions expanded, particularly among large companies, leading to improvements in both project unit prices and retention rates.
- The operating profit ratio remained above 15%, achieving a balance between growth and profitability. Looking ahead, we will explore new service opportunities in the SNS area to drive further growth.



Key Clients (Excerpt)



セブン銀行



A diversified client base comprising large consumer-oriented companies across entertainment, consumer goods, finance, and food service sectors

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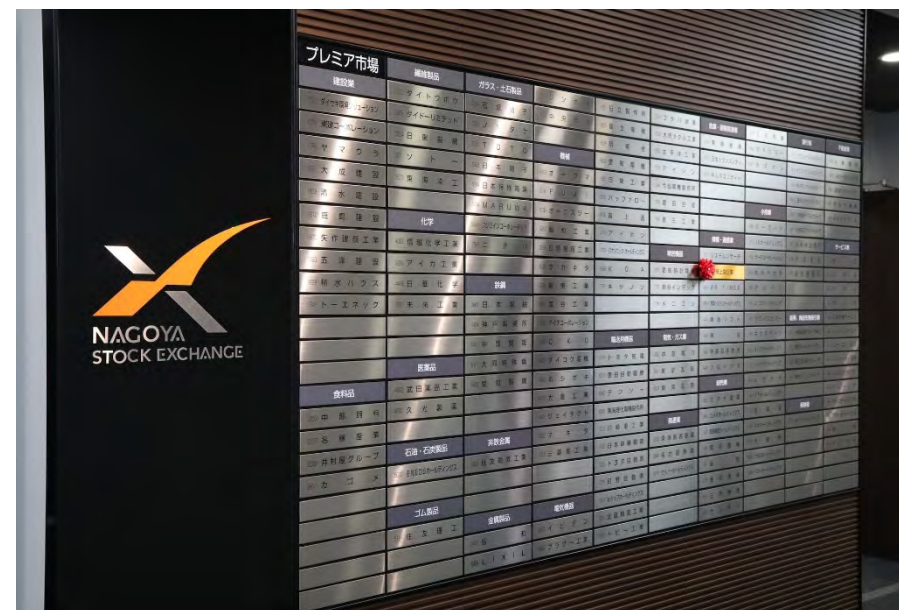
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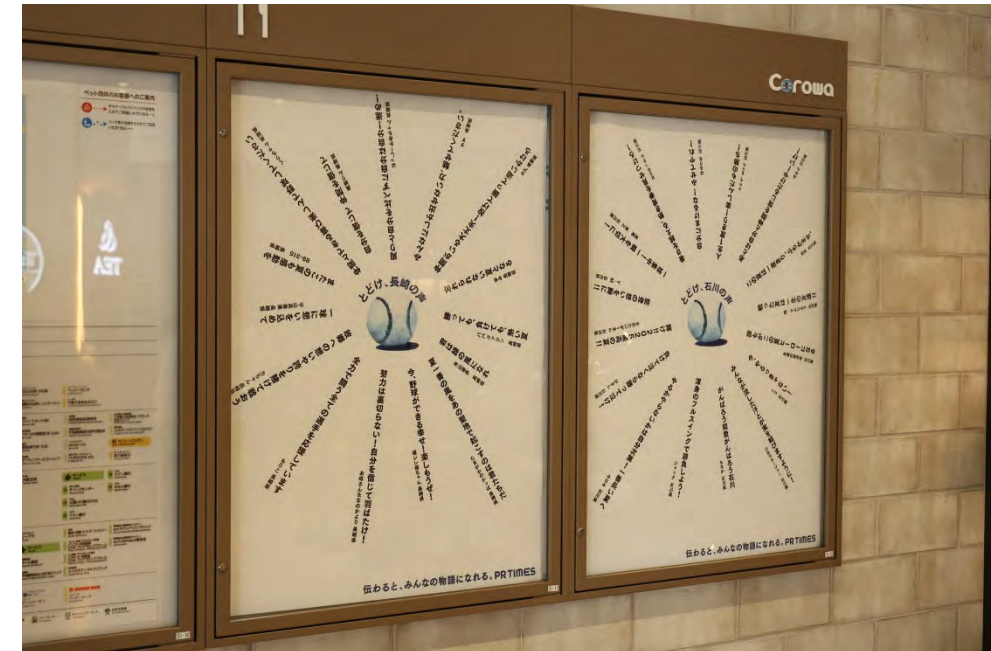
Road to Milestone 2025, towards 2030

PR TIMES
HACKATHON
2025 SUMMER
Today's Photo Spot

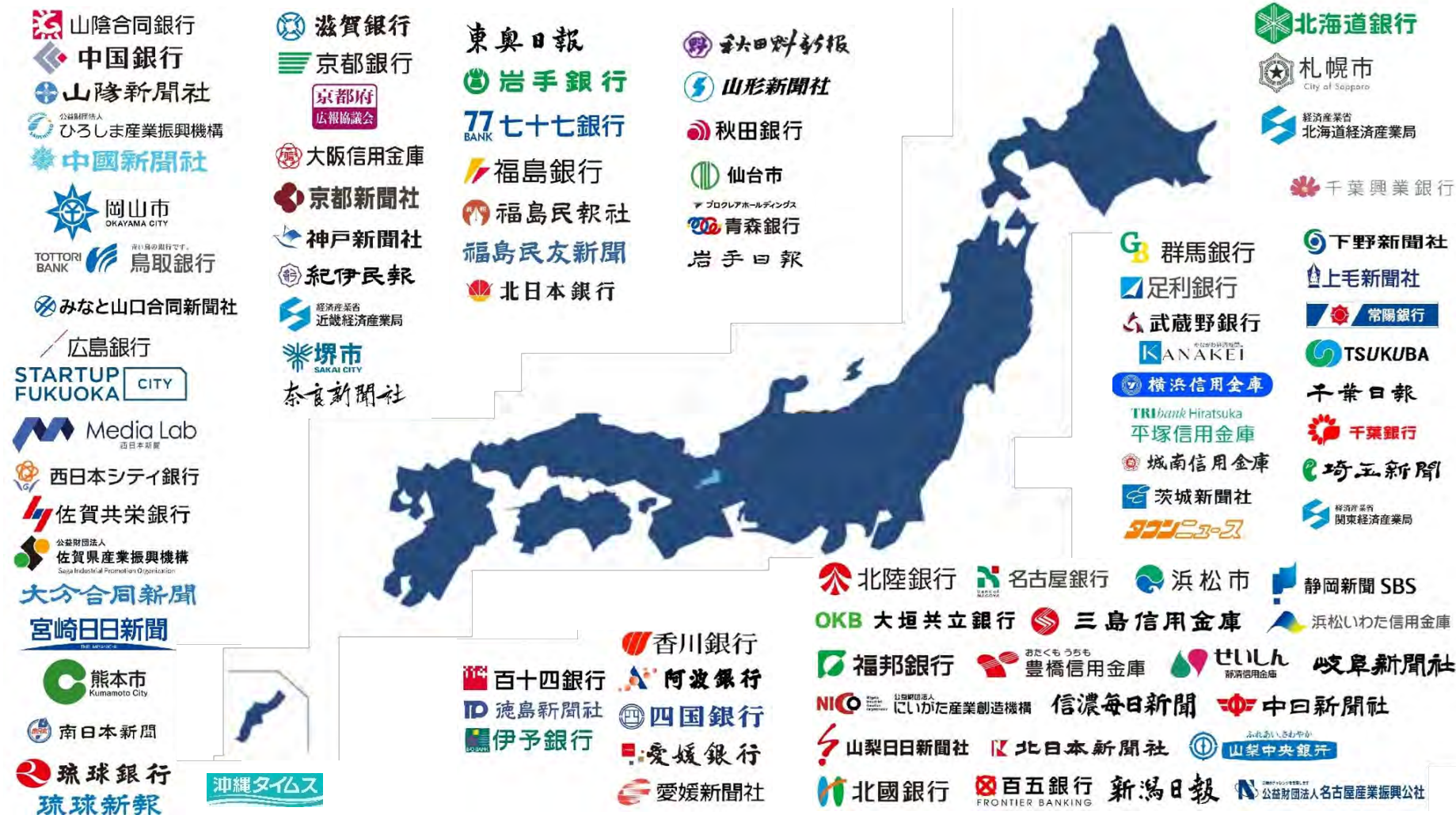
- On August 6, 2025, our shares were additionally listed on the Nagoya Stock Exchange Premier Market, and are now dually listed alongside our existing listing on the Tokyo Stock Exchange Prime Market.
- Our market capitalization of tradable shares fully satisfies the continued listing criteria for the TSE Prime Market. By listing on the NSE Premier Market, we will foster greater assurance to our shareholders and investors.
- Following the establishment of our Kansai Branch Office in October 2024, we plan to open a new Tokai Branch Office.



- With 1,182 messages of support gathered from across Japan, the posters were displayed inside Hanshin Koshien Stadium and at Corowa Koshien, a commercial facility in front of the station, from August 5 to 22, 2025.
- Imagining the recipient and carefully crafting words and expressions are closely aligned with our PR concept. We envision a single message that resonates with others and helps create a cycle of shared feelings within society.



- We partnered with The Okinawa Times in July 2025.
- We have expanded partnerships for regional information dissemination to a total of 96 entities (across 47 prefectures), including partnerships with 43 regional financial institutions (35 banks and eight shinkin banks), 37 regional media companies, as well as public agencies and local governments (four prefectures, nine cities, and three agencies).



- Jooto's Task Management Diagnosis (<https://www.jooto.com/form/>) (in Japanese), a tool that recommends the optimal template by simply answering two questions, is now available. No account registration is required, and users can directly access and use the recommended templates from the results page.
- Our plan is to increase the number of Jooto templates from its current selection of 100 types to 1,000 by the end of 2025.

Manufacturing and Industrial: Project Status Management



Process categories can be customized based on company-specific processes and project types.

Managers, in particular, can grasp the progress of each project at a glance.

All project-related information can be managed in one centralized location.

Construction and Real Estate: Project Management



Project tasks and implementation status can be shared among team members.

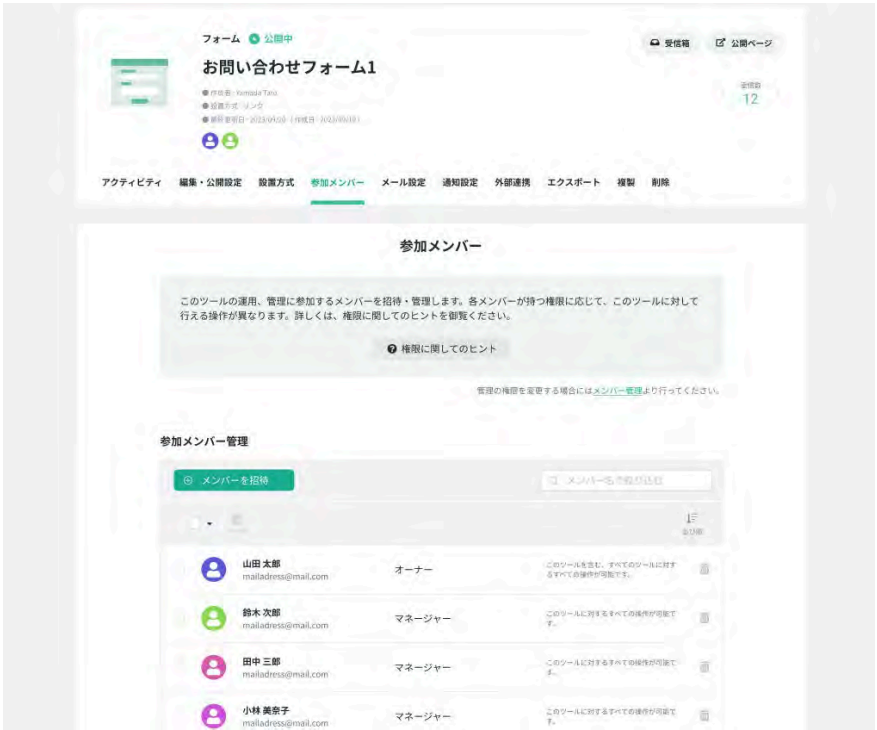
Documents and applications, which are often prone to oversight, can be managed collectively.

Task ownership by department can be quickly identified.

- The access control feature is now available for Tayori’s enterprise plan, setting permissions for owners, managers, and members.
- Permissions for each account can be configured to allow viewing, editing, or assigning roles across various functions, including forms, FAQs, surveys, chats, and AI chatbots.
- This feature ensures security and administrative control for large-scale operations, supporting internal governance and reducing the risk of information leaks.

	Owner	Manager	Member
Create and publish new items for each feature	◎	◎	×
Assign responsible users to each feature	◎	○	×
Delete each feature	◎	○	×
Import and export each feature	◎	○	×
Edit FAQs	◎	○	○
Edit features other than FAQs	◎	○	×
Respond to form and chat messages	◎	○	○
Delete messages in the form inbox	◎	○	×

◎: Full access, ○: Access only to assigned items, ×: No access



Function-level permissions can be assigned, controlling operations according to their roles.

8
August
8月号

PR TIMES LETTER

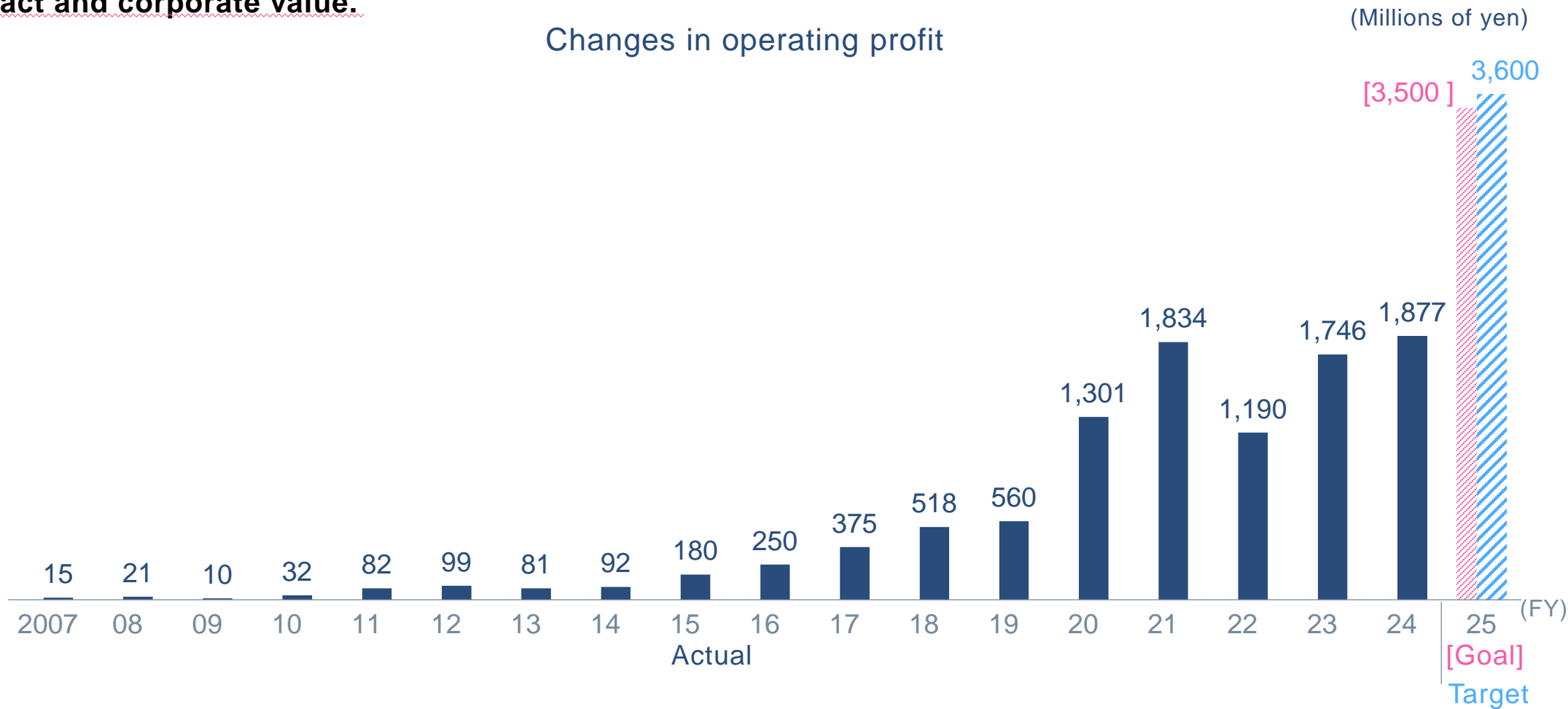
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- The full-year operating profit forecast for FY2025 has been revised upward to ¥3.6 billion. The PR TIMES Group will work as one to surpass the ¥3.5 billion operating profit targeted in Milestone 2025, its current medium-term management goals, anticipating reaching a 20-fold growth in operating profit within a decade of our listing.
- FY2025 is a transition period, and not our ultimate goal. Guided by our mission, “Towards an Age Where Information Inspires Hearts and Minds,” we have set even more ambitious goals for FY2030, driving bold growth in both social impact and corporate value.



Towards an Age Where Information Inspires Hearts and Minds

It has been a quarter of a century since the Internet first became a part of people's lives.

Each and every one of us can now edit and disseminate information.

However, the amount of information that is gathered with technology and casually disseminated continues to grow. Unfortunately, the probability of encountering the information that we really need and the feelings and thoughts that we really wish to experience has decreased in general.

The unshakable truth is not what has been said but what has been done.

Actions do not lie.

Hence, it is imperative to leverage the power of the Internet and technology to amplify the value of information about people who carry out actions.

Information directly related to hard work will spark the most robust and inspiring movements.

This is true in sports, in the arts, in politics, in economics, and at work and at home.

It is also true for all things big and small.

As the quality and speed of dissemination of information from people who carry out actions increases, it can become a mainstream source of information in the world.

The stories and thoughts that emerge from this will move the hearts and minds of each and every individual around the world.

This will create a virtuous cycle of positive energy.

Our mission is to become such a platform.

A briefing session is held in addition to the release of this document. We also meet separately with analysts and institutional investors as necessary. We refrain from communicating important information that has not been publicly disclosed during the Q&A segments of the briefing session and individual meetings. In general, new important information will first be announced on PR TIMES.

With regard to the rounding of numbers in this document, figures below the unit of millions of yen are rounded down (but rounded off to the first decimal place in cases where decimals are shown), while percentages (%) are rounded off to the first decimal place in general.

All opinions and forecasts contained in this document are the views of the Company as of the date on which the document was prepared, and the Company does not guarantee the accuracy of such information.

Please note that actual results, etc., may differ due to various factors.