Q2 FY04/2026 Financial Results Presentation Material

December 11, 2025

Macbee Planet, Inc.

Stock code 7095

- My name is Chiba, the Representative Director and President of Macbee Planet, Inc
- Today, I would like to explain our business based on the “Q2 FY04/2026 Financial Results Presentation Material.”

Company Profile

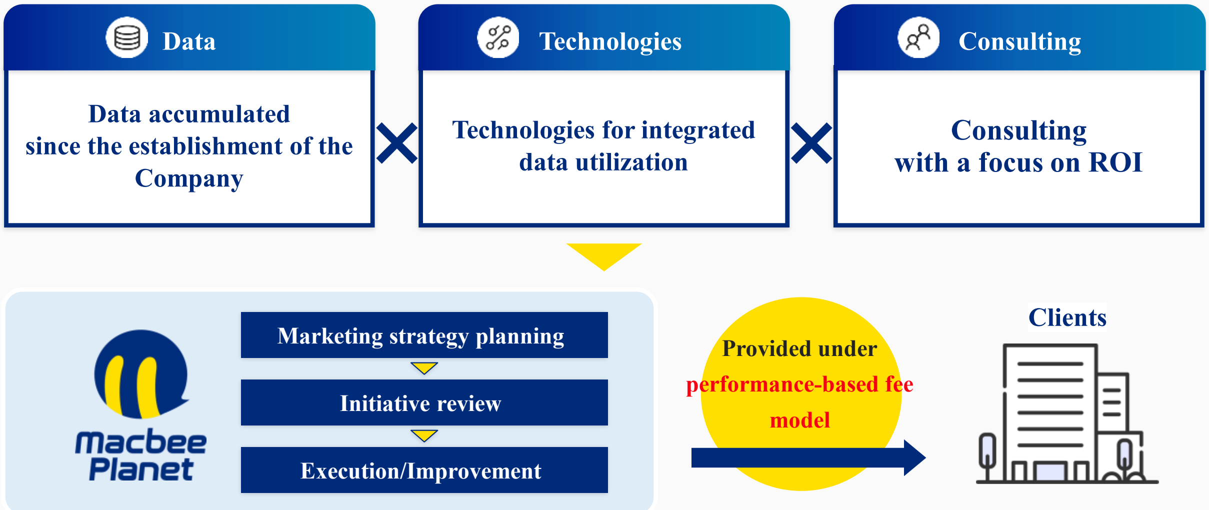
Company overview	
Company name	Macbee Planet, Inc. (7095)　(URL:https://macbee-planet.com/ir/en/)
Established	August 25, 2015
Capital	2,635 million yen (as of end of April 2025)
Business description	Performance-based fee marketing
Head office address	3-11-11 Shibuya, Shibuya-ku, Tokyo
No. of employees	182 (as of end of April 2025)

History	
Aug 2015	Established Macbee Planet
Mar 2020	Listed on Mothers section (current Growth section) of the Tokyo Stock Exchange
Aug 2021	Made Alpha a wholly-owned subsidiary
Mar 2023	Made Net Marketing (current All Ads) a wholly-owned subsidiary
Nov 2023	Macbee Planet became holding company (with MAVEL the operating company)
May 2024	Made PR Cloud Tech a wholly-owned subsidiary
July 2024	Listed on Prime section of the Tokyo Stock Exchange
May 2025	Made MOJA a wholly-owned subsidiary

- First, let me explain our company's history.
- Macbee Planet, Inc. was established in 2015, listed on the former Mothers market in 2020, and transitioned to the Prime market in 2024.
- Following the listing, we have actively pursued M&A to strengthen our business.

Business Overview

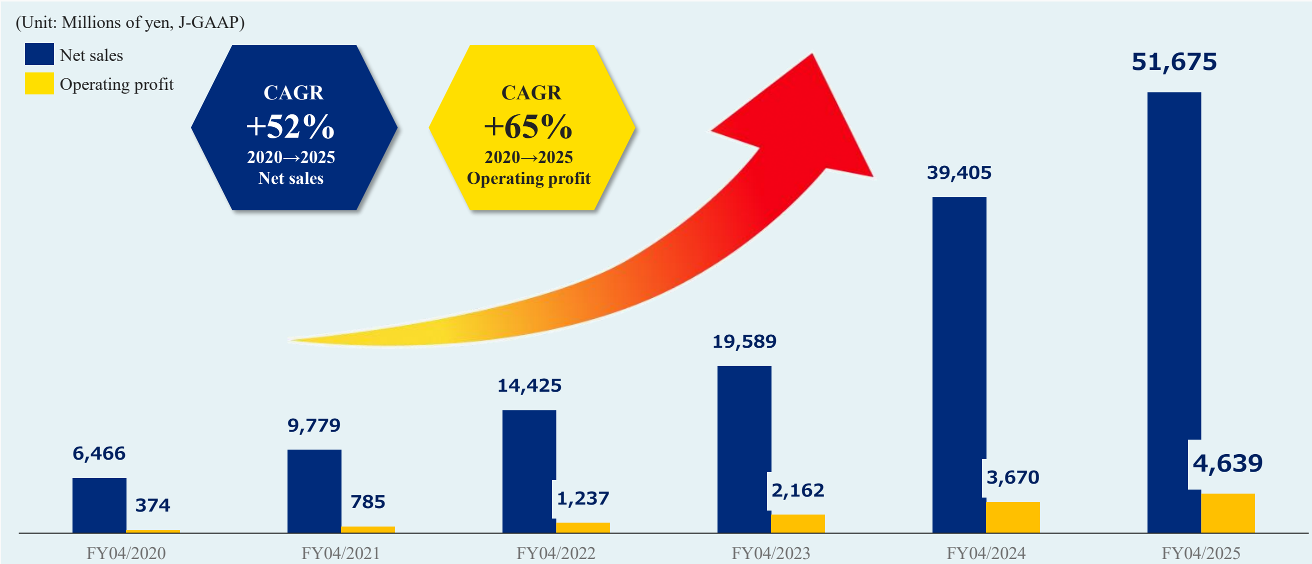
■ We provide performance-based fee marketing that minimizes client-side risk through a combination of Data, Technologies and Consulting.



- Next, let me introduce our business.
- We provide performance-based fee marketing services.
- Unlike fixed-fee models where compensation is received regardless of results, or commission-based models where fees are charged per ad click, performance-based fee model only charges fees when directly linked to revenue generation such as at contract signing or service commencement.
- There are three source of our competitive strength that support performance-based fee marketing :
  1) the data base accumulated over the many years,
  2) the technologies for comprehensively utilizing the data, and
  3) the ability to make proposals that optimize marketing ROI.
- By combining these strengths, we are able to provide marketing support while bearing the risk.

Business Growth

- **After being listed on the stock exchange, the Company achieved overwhelming growth in net sales and OP through performance-based fee marketing.**



- Performance-based fee marketing is low-risk and cost-effective for advertisers and has been highly evaluated by many clients, leading to a steady increase in the number of clients and deals.

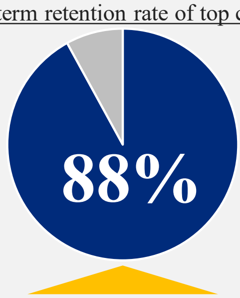
- As a result, after being listed in 2020, net sales has grown by an average of 52% per year through FY04/2025, and operating profit has also grown by 65% per year on average.

Background of Business Growth

- High retention rate due to improved marketing efficiency from data accumulation.
- Enhanced unit price due to increased market share within clients and cross-selling.

High retention rate

Long-term retention rate of top clients*



High cost-effectiveness (LTV>Cost of advertisement)

- Data accumulation and analysis
- Creation of new customer touchpoints
- Provision of ancillary services such as PR

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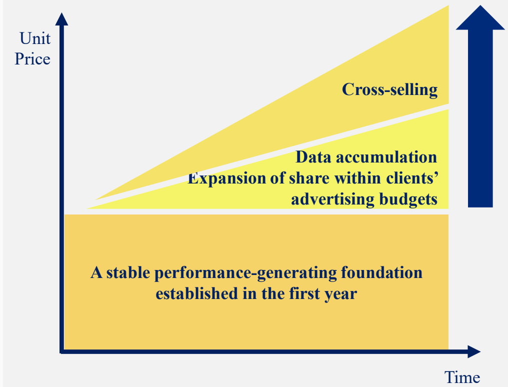
Unit price enhancement

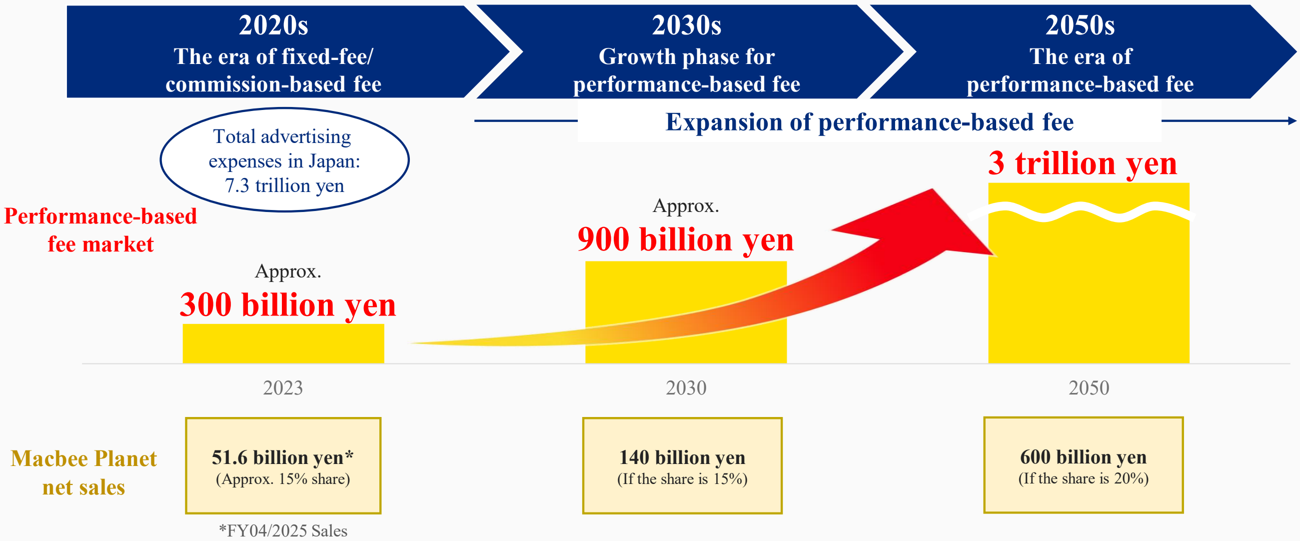


*Retention rate at the end of April 2025 among the top 20 clients for each fiscal year after being listed (FY2020 to FY2025)

- I would like to add the background on how we have achieved such rapid growth.
- The main reason is that, through the use of our service, we are able to accumulate data on the type of advertising that leads to better performance, analyze the data, create consumer touchpoints by utilizing new media, and link the data with ancillary services to efficiently acquire consumers. This led to the high retention rate of 88%.
- Furthermore, based on the outcome of these efforts, the unit price increases as clients entrust us with larger advertising budgets and ancillary services such as PR services are added.
- By combining a high retention rate with the unit price enhancement, we have achieved overwhelming growth.

Outlook for the Performance-Based Fee Market

- Currently, fixed-fees and commissions are major.
- Moving to performance-based fee era which is low-risk for clients.



Source: The 2023 data is calculated by our company based on Dentsu's "Advertising Expenditures in Japan". Figures of the performance-based fee market for 2030 onwards are based on the Company's estimates.

- Next, I would like to discuss trends in the target market.

- Currently, the majority of the advertising market is dominated by advertising investments based on fixed fees and commissions, requiring clients to take significant risks in order to acquire new users.

- Therefore, there is a strong demand for "low-risk, highly cost-effective performance-based fee services" that break away from the conventional industry norms. By leveraging technologies and data to provide services on a performance-based fee model, we have achieved a breakthrough that is now driving a significant shift in the market.

- The market capacity of the performance-based fee is currently about 300 billion yen, but is expected to grow to 900 billion yen by 2030 and to 3 trillion yen further down the road. By expanding our share in the market, we aim to accelerate net sales growth.

Changes in the Business Environments

Macbee Planet

■ **Delays in new client acquisition and existing client expansion, driven by major clients' business conditions and diversifying marketing needs, led to QoQ revenue and YoY profit declines.**

QoQ revenue decline and YoY profit decline

	Major clients′ business conditions	Diversifying marketing needs (Combining media and methods to balance acquisition volume and efficiency)
Environments surrounding us	Major clients′ business conditions	Diversifying marketing needs (Combining media and methods to balance acquisition volume and efficiency)

Details of the impacts	• Our top 20 clients account for over 70% of revenue
	• Changes in the environments of top clients directly impact our business.
	  • Rising media costs
	  • Advertisement spending restraints
	  • Change in competitive environment and review of advertisement pricing
	  and others
		• We primarily utilize Google and Yahoo! search-linked ads, display ads, and various comparison sites
		• Information gathering has become easier with tools like ChatGPT, driving increased demand for specialized information
		• SNS advertising (mainly X, Instagram, and TikTok) and influencer marketing are also rapidly expanding; high efficiency in some cases even if volume is limited

Our measures	Reduce individual company impact through large-scale client acquisition	Develop new consumer touchpoints and integrated proposals through utilizing industry-specific media and rapidly expanding methods stated above

- Next, I will explain the current status of our company.

- While we believe the long-term shift toward performance-based fee remains unchanged, revenue declined quarter-on-quarter from Q1 to Q2, and profit decreased year-on-year for the first half.

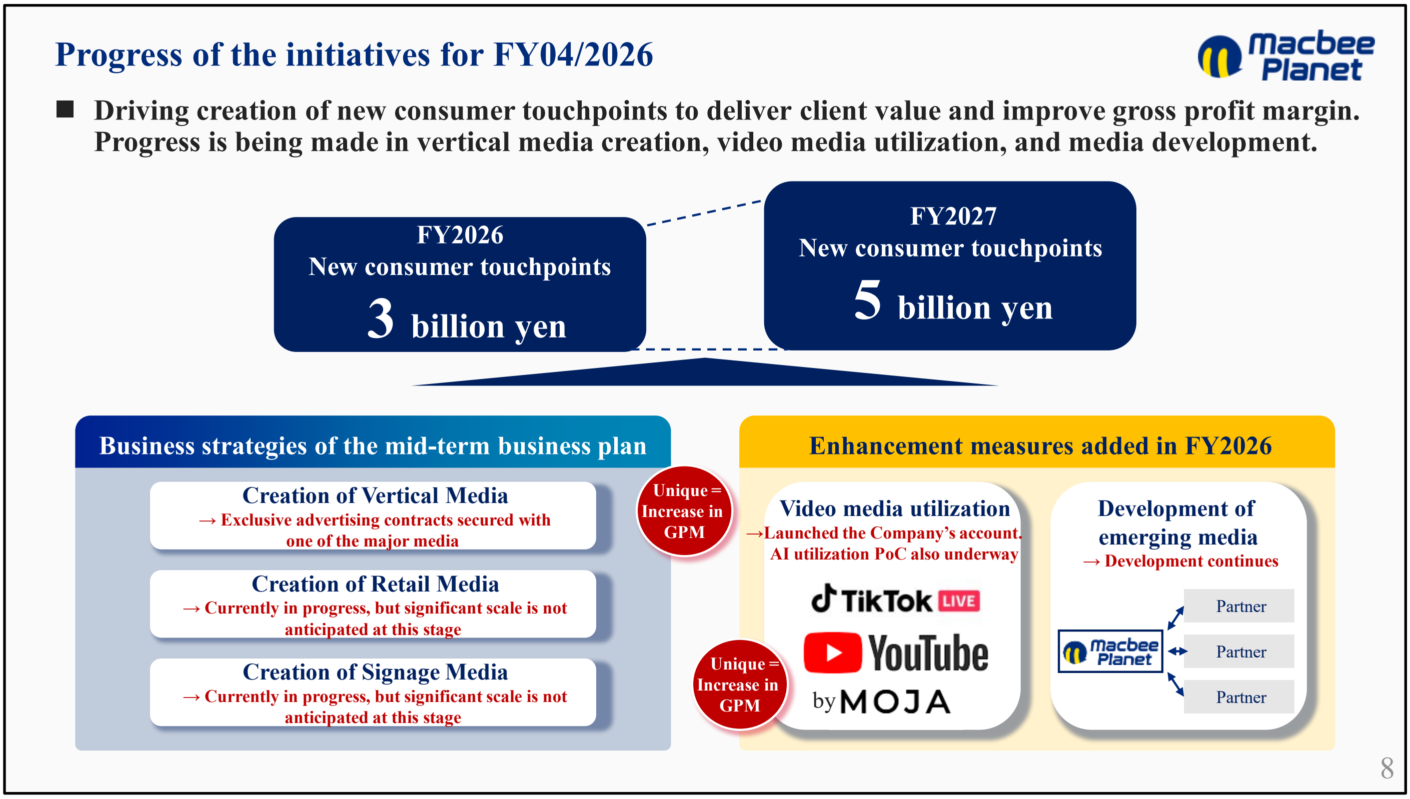
- There are two major factors behind this. The first is the impact of the business conditions of our major clients. Approximately 70% of our revenue comes from the top 20 clients. Therefore, changes in the business and marketing environments of our top clients affect our financial results.

- Currently, some of the major clients are experiencing industry-specific changes in their business conditions, which are affecting our financial results. While we continue to provide maximum marketing support to our existing major clients, we aim to acquire new major clients to reduce our dependency on a single client.

- The second factor is the increasing complexity of marketing needs. Historically, we have been providing performance-based fee marketing support primarily through search-linked advertising, display advertising, and comparison sites.

- However, recently, there has been an increase in demand for more specialized information and for consumer touchpoint via SNS and influencer marketing. Some of these cases, while small-scale, offer high cost-effectiveness, leading to diversifying marketing needs.

- As a countermeasure, we are developing vertical media focused on specific industries.
Furthermore, we are advancing integrated proposals that combine rapidly expanding advertising methods with our conventional offerings, enabling us to meet diversifying marketing needs.



- I will now explain the progress of the initiatives for FY04/2026.

- For the current fiscal year, in addition to the strategy outlined in the mid-term business plan to develop vertical, retail, and signage media, we have set a goal to generate 3 billion yen through new consumer touchpoints by leveraging video and emerging media.

- Regarding vertical media, we have concluded exclusive advertising contracts with one of the major media, so significant progress has been made on this initiative.

- Regarding video media utilization, we have started verification of ad operation using our own accounts by leveraging the resources of MOJA, a subsidiary acquired in May. Additionally, the group is advancing verification of AI-powered video content.

- We will proceed by making flexible adjustments to address increasingly complex marketing needs, while closely monitoring market trends and verification results.

First Half of FY04/2026 Financial Highlights

- Revenue growth was limited as stronger new client acquisition was offset by conditions of existing clients.
- OP and OPM declined significantly YoY due to lower gross profit and increased SG&A expenses.

(Unit: Millions of yen) **First Half Financial Highlights**

	FY2025 1H	**FY2026 1H**	YoY Change
Revenue	24,850	**25,279**	+2%
Operating profit	2,709	**1,676**	(38)%
OPM	10.9%	**6.6%**	(4.3)pt

Revenue

New client acquisition is expected to exceed last fiscal year but fall short of the plan. Existing clients saw YoY declines in sales and gross profit due to individual circumstances of major clients.

New clients

The number of new clients exceeding 10 million yen/month

5→7 (21)

FY2025 Full-year → 1H FY2026 (Full-year plan)

Existing clients

- **Investment**: **Ad spending restrained** due to unauthorized access issue
- **Lending**: **Higher cost ratio** due to increased ads spending by other media
- **Medical**: **Change in competitive environment** of client's products and **review of ad pricing**

SG&A

Increased by approximately 760 million yen YoY due to advertising expenses and personnel costs (Details on next page)

- Next, I will explain the financial highlights for the first half of FY04/2026.

- Revenue increase year-on-year was limited due to the impact of changes in the business environments surrounding the existing major clients, despite acquiring new clients at a pace exceeding the previous period.

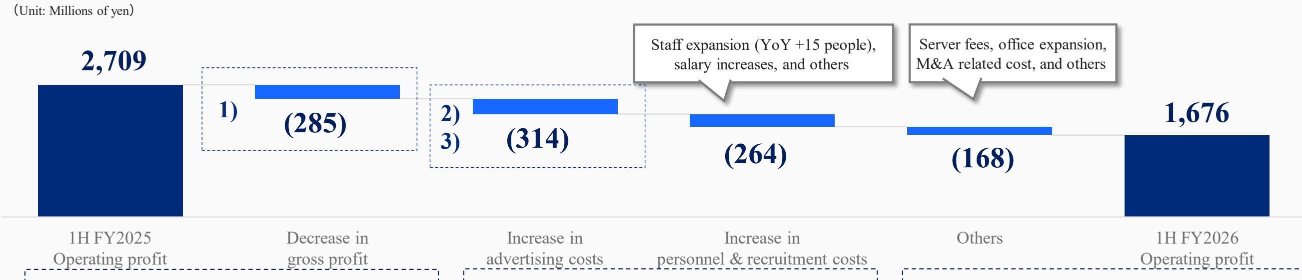
- Specifically, the investment industry continues to restrain advertising spending due to the impact of unauthorized access issue. Additionally, the lending and card industry is experiencing a surge in media costs due to increased spending by other media companies, while the medical industry has been influenced by changes in the competitive environment and review of ad pricing.

- Combined with increased SG&A expenses, it resulted in a significant decline in operating profit.

- The factors behind the year-on-year decrease in operating profit are broken down and explained on the following slide.

Breakdown of Operating Profit Change

- **Increase in advertising expenses and personnel costs resulted in a substantial YoY decrease.**
- **Regarding advertising expenses, while we recognize the effectiveness in raising awareness, we plan to reduce spending by shifting focus from advertising to PR.**



1) Decrease in gross profit

Factors behind the decrease from last fiscal year

Gross profit margin decline started from Q1 due to an increase in cost ratio in Lending & Card industry

Outlook

Improvement expected through media development in Lending & Card industry, but both sales and gross profit margin would be negative YoY (no spillover to other industries detected at present)

2) Increased advertising expenses

Factors behind the increase from last fiscal year

Implemented awareness initiatives such as taxi ads by utilizing PR Cloud Tech, an acquired company

Outlook

Awareness has improved through advertising exposure. Advertising exposure and costs will be reduced while continuing to enhance the corporate brand through PR

3) Corporate hometown tax

Factors behind the increase from last fiscal year

Donation made to Hokuto City, Yamanashi Prefecture: 60 million yen
*Impact on full-year profit will be minimal due to tax credits

Outlook

Provide community support through partnership with municipalities within the scope of fees received from them.

- The graph shows the breakdown of the year-on-year change in operating profit.

- First, gross profit decreased due to factors such as the rise in cost ratios within the lending and card industry, as explained earlier.

- SG&A expenses were influenced by the increase in advertising costs.
  Specifically, we implemented awareness-building measures such as taxi ads to expand our exposure. Since brand recognition has improved to a certain extent, we will continue our PR efforts to enhance our brand while reducing expenditures going forward.

- The advertising expenses also includes corporate hometown tax donation. We made a donation to Hokuto City, Yamanashi Prefecture. While the expense is recorded, its impact on full-year profit in the current fiscal year is minimal due to the utilization of tax credit.

- Additionally, SG&A expenses increased due to rising costs associated with staff expansion, salary increases, server fees, office expansion, and M&A-related expenses.

Revised Financial Results Forecasts for FY04/2026

- **Revised downward reflecting current conditions; Revenue of 51 billion yen and OP of 3.7 billion yen.**
- **Dividends forecasts remain unchanged from the initial forecast of 55 yen per share.**

	FY04/2025	FY04/2026	
(Unit: Millions of yen)	Results	Initial forecasts	**Revised forecasts**
Revenue	51,675	61,000	**51,000**
(YoY)	+31%	+18%	**(1)%**
Operating profit	5,171	5,600	**3,700**
(YoY)	+28%	+8%	**(28)%**
Profit before tax	5,072	5,580	**3,690**
Profit attributable to owners of parent	3,443	3,760	**2,500**
(YoY)	+26%	+9%	**(27)%**
Basic earnings per share	243.41 yen	270.99 yen	**179.78 yen**
Dividends per share	36.00 yen	55.00 yen	**55.00 yen**

Revenue

Investment	Expecting steady recovery from Q3
Lending	Expected to continue improving
Medical	Q3 decrease from Q2, Q4 decrease slightly from Q3
Human talent	Considering busy season in Q4

Selling, General, and Administrative Expenses

Personnel& recruitment	Approximately 1.3 billion yen, an increase of 175 million yen compared to the first half due to recruitment activities.
Advertising	Approximately 120 million yen, a decrease of 230 million yen compared to the first half

Dividends

Unchanged from the initial forecasts

- Based on the outlook and the current situation, we have revised the financial results forecasts for FY04/2026.
- For the second half, while the investment industry, lending and card industry, and human talent industry are expected to grow compared to the first half, the medical industry is expected to see a sharp decline in revenue in the second half compared to the first half due to change in the competitive environment of the client. Consequently, revenue is expected to decrease year-on-year.
- Furthermore, while advertising expenses is expected to be restrained compared to the first half, personnel expenses will be increased due to personnel growth. Consequently, overall selling, general, and administrative expenses is expected to increase.
- Regarding dividends, we plan to maintain the initial forecast of 55 yen per share.
- Our performance-based fee marketing and competitive advantages remain unchanged.
  We are exploring measures to continue achieving high growth, and we appreciate your continued attention. Thank you for listening.

Disclaimer

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Actual results may differ materially from the forward-looking statements in this document due to changes in the business environment or other factors.

The above risks and uncertainties include, but are not limited to, factors such as economic conditions in Japan and overseas, and trends in the industries in which the Company operates.

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The document has been translated from the Japanese original for reference purposes only.
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