Supplementary Material on Financial Results for Q3 FY12/26

CELSYS, Inc.

Securities Code: 3663

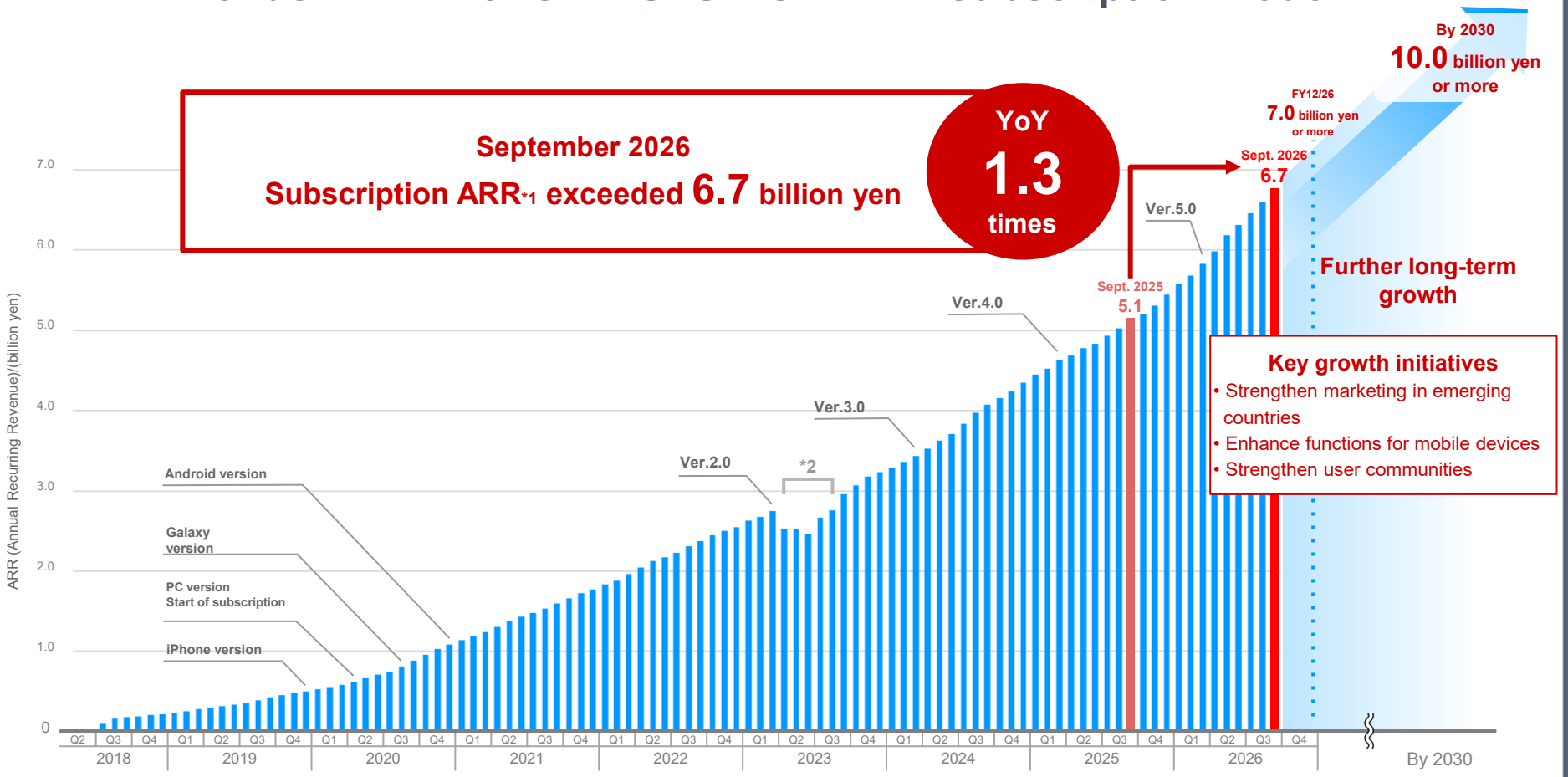
November 6, 2026

CELSYS

Highlights of Q3 FY12/26

- **Major version upgrade** of CLIP STUDIO PAINT **is well received** and driving financial results
- Subscription ARR: **6.7 billion yen** (increasing by **1.6 billion yen or 32%** YoY)
- Sales and profit growth: **Net sales** **8 billion yen** (YoY **+16%**)
  Operating profit **3 billion yen** (YoY **+38%**)
- Operating margin: **38%**
- Progress toward full-year forecasts: **75%** for net sales, **77%** for operating profit
- Cumulative operating profit through Q3 **exceeded full-year operating profit for the previous fiscal year**
- Dividend increase: Initial forecast: Annual dividend of 38 yen → Revised: **Annual dividend of 52 yen (increasing for 11 consecutive years), payout ratio of 57%**
- Percentage of overseas users: **80%** or more (Cumulative shipments exceeded 70 million units)
- **Continue to provide service value, "creative experience," that cannot be replaced by generative AI**

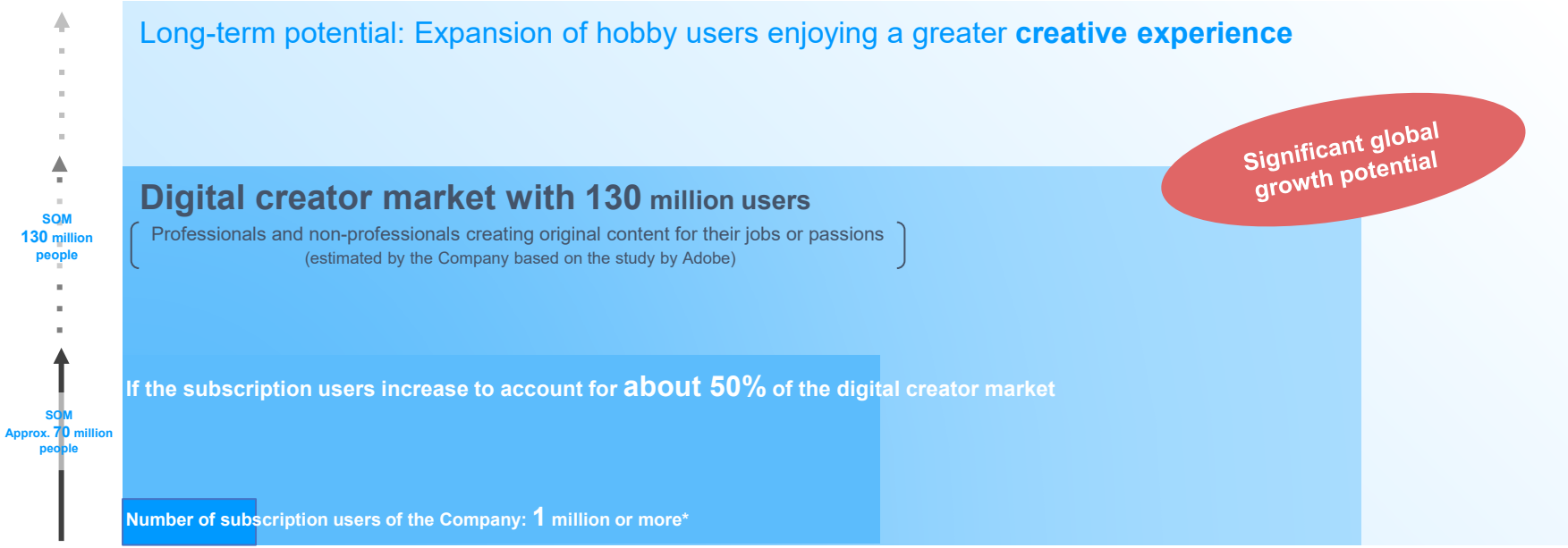
Trends in ARR of CLIP STUDIO PAINT subscription model



*1 Annual Recurring Revenue (ARR): expected net sales for one year assuming that all contracts are renewed at the time of renewal
*2 Transition period for the payment system that was changed for strengthening security

Size of market of digital creators who utilize CLIP STUDIO PAINT

There is a market with 130 million or more users worldwide



* As of the end of September, 2026

According to the "Future of Creativity" study conducted by Adobe, there are 303 million creators active globally, and it is estimated that there are 260.58 million active creators, excluding influencers.
The study defines creators as professionals and non-professionals creating original content for their jobs or passions.
└ Based on the study, the Company estimates that there is a digital creator market with approximately 130 million users, assuming that creators in the design, illustration, and video fields account for about 50% of creators excluding influencers.
"Future of Creativity"
(https://www.adobe.com/content/dam/cc/hk_en/newsroom/pdf/2022/Adobe_Future_of_Creativity_165M_Creators_Joined_the_Creator_Economy_Since_2020_HK_EN_20220829.pdf)

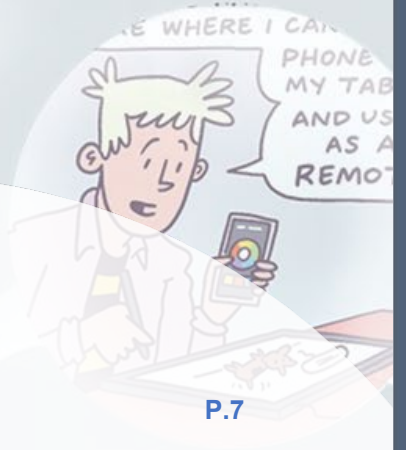


CELSYS celebrated its 35th anniversary on May 1, 2026.

We will continue to provide value that supports creative activities and achieve sustainable growth in the global creator economy market through continuous improvement of our functions and evolution of our services.
We will also work to enhance shareholder returns.

INDEX







- About CELSYS P.7
  - CELSYS's Mission
  - Medium- to Long-term Outlook
- Q3 Financial Results P.10
- Outlook P.15
- Market & Environment P.22
- To the Shareholders P.27
- Appendix P.29

About CELSYS

CELSYS

Providing Japanese-made creative applications for creators and expanding market share and revenue globally

Building a global creator platform with CLIP STUDIO PAINT at its core

CELSYS business highlights

CLIP STUDIO PAINT shipments and users

Cumulative shipments

over **70 million units**

Percentage of overseas users

more than **80%**

Usage ratio among manga artists

95%

CELSYS financial highlights

Sustainable high-profit model and strong shareholder returns

ROE target

30% or higher

Operating margin target

30% or higher

Subscription ARR*

over **6.7 billion yen**, YoY +32%

Dividend per share

52 yen/share for FY12/26 (plan) ,

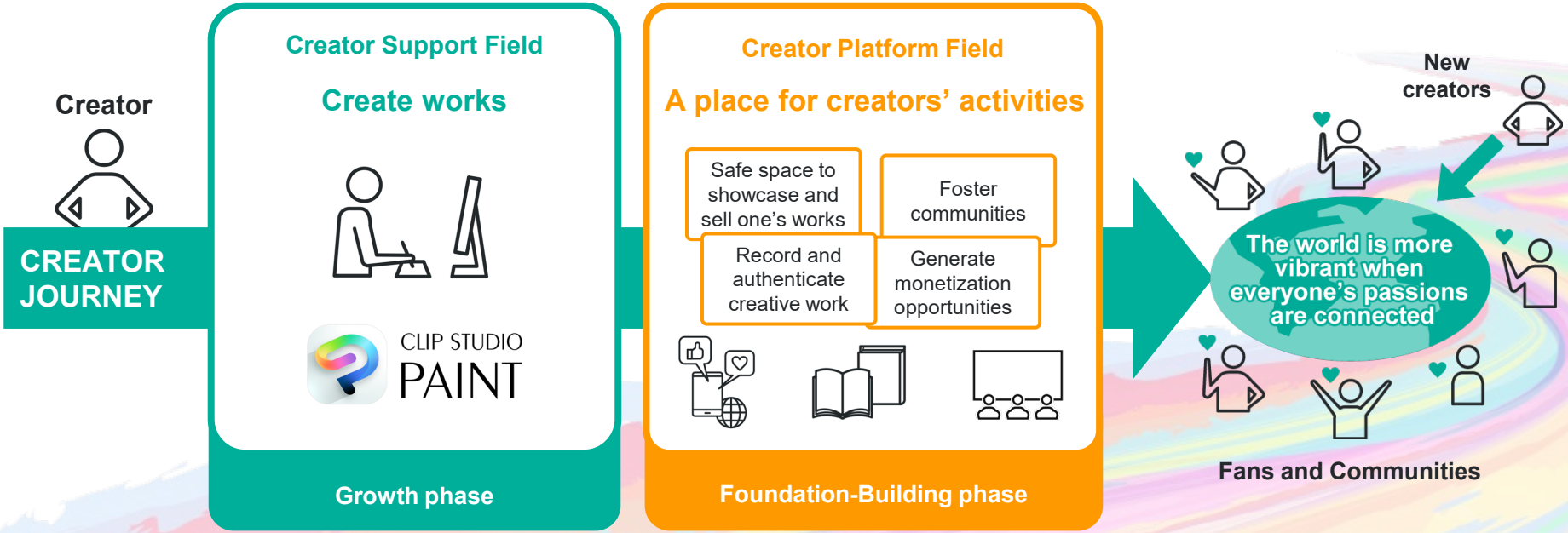
Increasing for **11** consecutive years

* Annual Recurring Revenue (ARR): expected net sales for one year assuming that all contracts are renewed at the time of renewal

CELSYS's Mission

CELSYS

CELSYS provides creative experience through a creation infrastructure that supports the whole path of creators' activities, "CREATOR JOURNEY"



Medium- to Long-Term Outlook

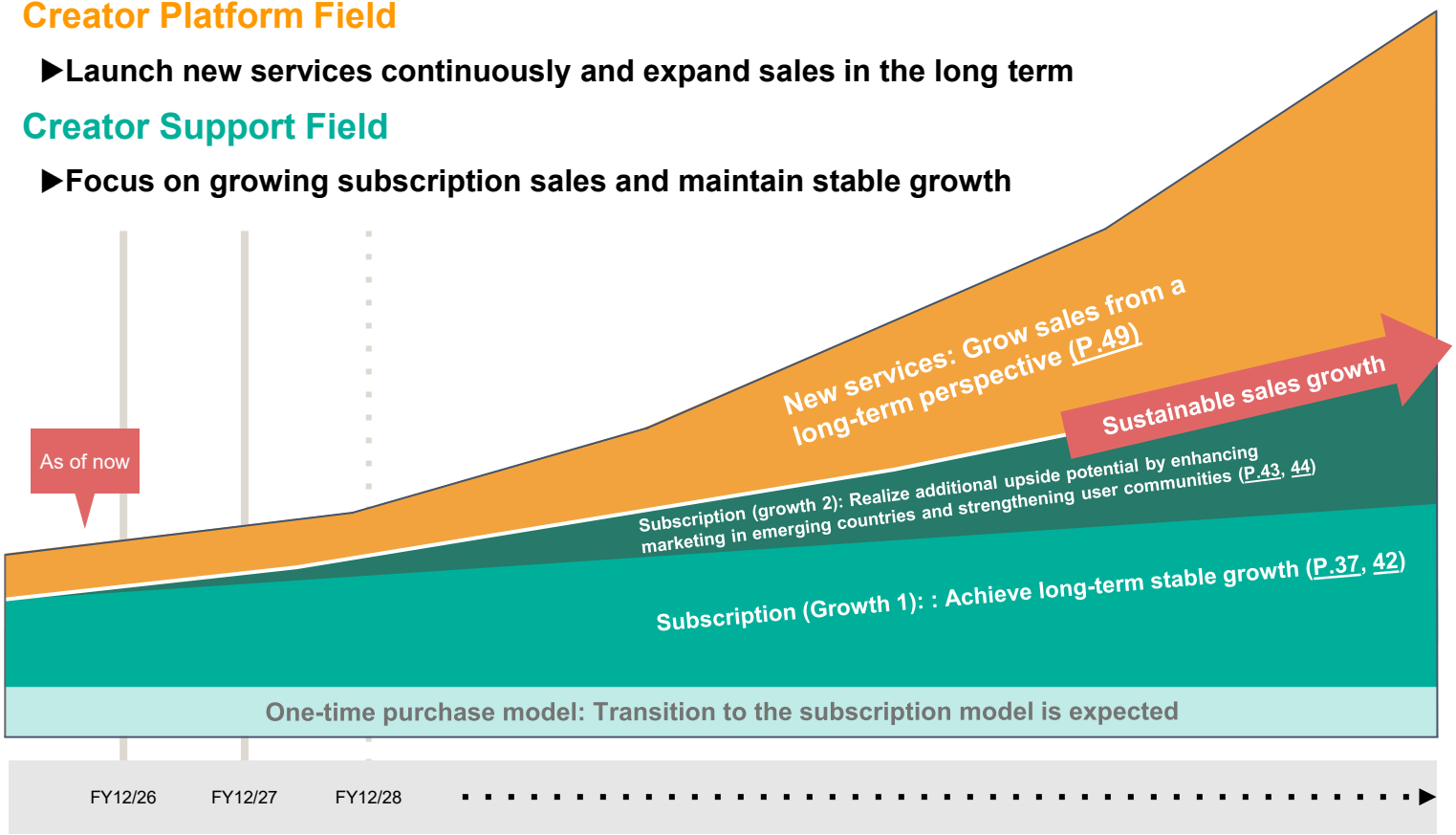
CELSYS

Creator Platform Field

▶Launch new services continuously and expand sales in the long term

Creator Support Field

▶Focus on growing subscription sales and maintain stable growth



The second pillar

Additional revenue growth

Creator Platform Field

The first pillar

Robust Revenue base

Creator Support Field

CELSYS

1. Q3 Financial Results

1-1. Q3 FY12/26 Financial Results

Both sales and profit increased YoY

Factors behind the sales and profit growth

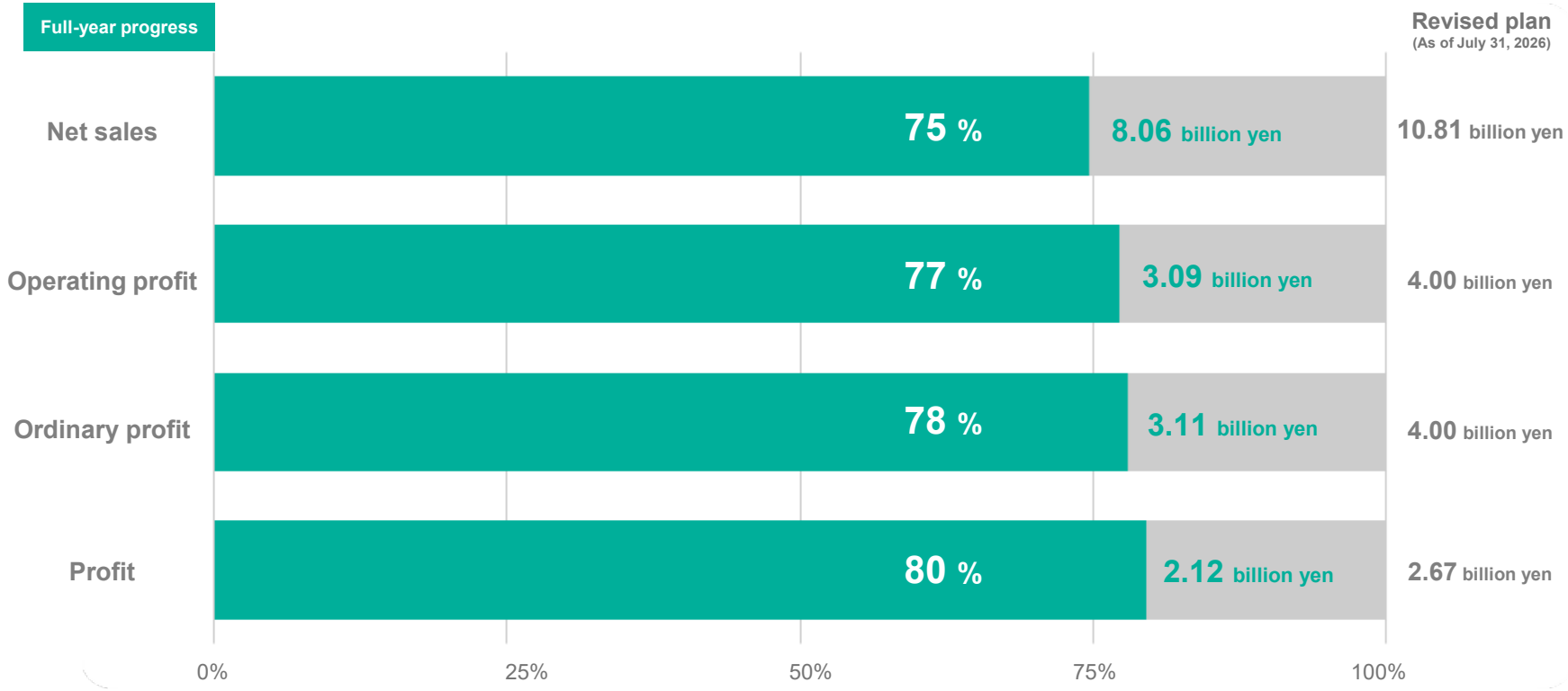
- Net sales (subscription) : Subscription contracts increased (due to strong performance in emerging countries and mobile users). In addition, subscription ARR (6.7 billion yen) also recorded a new high.
- Net sales (one-time purchase model) : Sales remained strong as demand was higher than expected due to the major version upgrade, as well as to the contribution of the sales promotion campaigns conducted through Q2.
  Part of sales is expected to shift to Q4, as the sales promotion campaign scheduled for September was moved to October.
- Operating profit : Selling, general and administrative expenses, particularly outsourcing expenses and advertising expenses remained in line with the plan, contributing to the increase in operating margin.
  Due to the change in timing of the sales promotion campaign scheduled for September, the related advertising expenses will shift to Q4.

Unit: million yen

	Q3 FY12/25	Q3 FY12/26	YoY
Net sales	6,987	**8,068**	**+15.5%**
Subscription	3,642	**4,720**	**+29.6%**
Operating profit	2,236	**3,092**	**+38.3%**
Operating margin	32.0%	38.3%	+6.3pt
Ordinary profit	2,226	**3,116**	**+40.0%**
Ordinary profit margin	31.9%	38.6%	+6.7pt
Profit	1,360	**2,123**	**+56.1%**
Profit margin	19.5%	26.3%	+6.8pt

1-2. Progress toward full-year forecasts

Progress in Q3 was strong against the revised plan

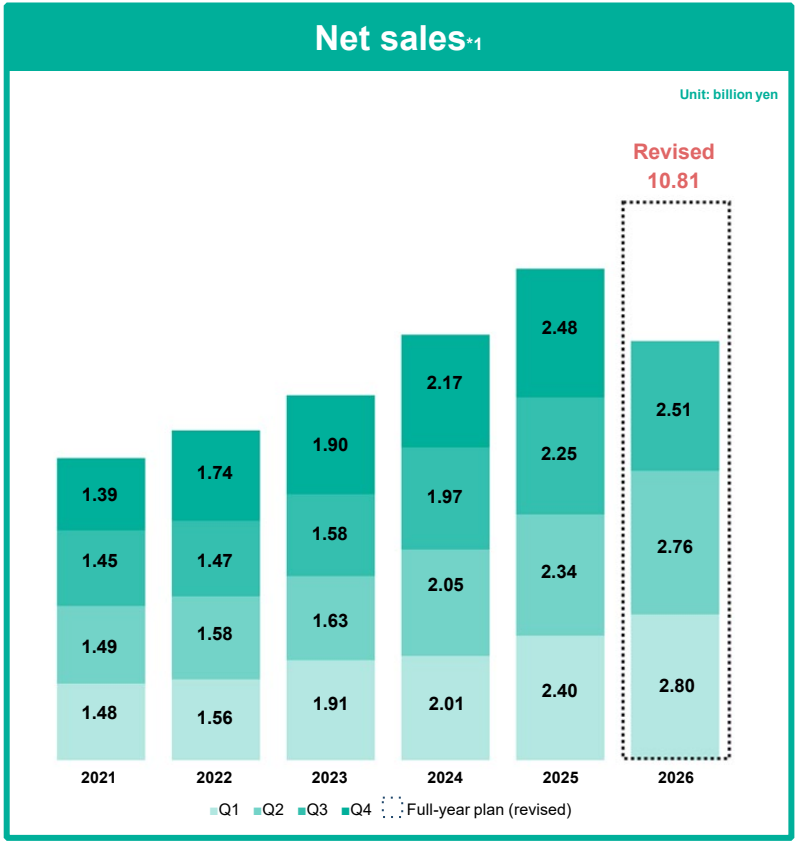


1-3. Trends in net sales and operating profit

CELSYS

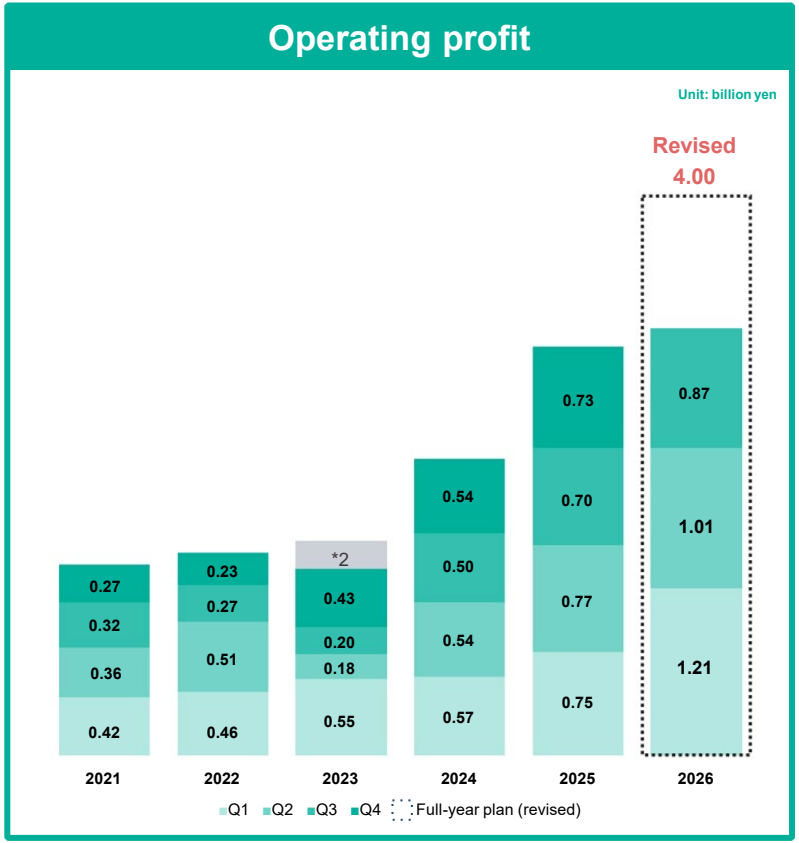
As in previous years, net sales and operating profit are slightly skewed toward the first half

Net sales*1



*1 Excluding sales from the UI/UX business sold in 2023

Operating profit



*2 Approx. 0.2 billion yen of one-time losses due to enhanced security measures

1-4. Q3 FY12/26 Key Management Indicators

CELSYS

Led by subscription ARR, key indicators progressed steadily

	Q3 FY12/25	Q3 FY12/26	YoY	Progress & trends
Subscription ARR[*1]	5.10 billion yen	**6.73 billion yen**	**+31.8 %**	
Subscription churn rate (three-month average)[*2]	4.6 %	**4.8 %**	**+0.2 pt**	
Number of platform users	10.99 million	**13.76 million**	**+25.2 %**	
CLIP STUDIO PAINT Cumulative shipments	55.98 million units	**70.83 million units**	**+26.5 %**	
CLIP STUDIO PAINT Overseas ratio	81.5 %	**83.3 %**	**+1.8 pt**	

*1 Annual Recurring Revenue (ARR): expected net sales for one year assuming that all contracts are renewed at the time of renewal
*2 Churn rate: the percentage of customers who cancelled contracts (customer attrition rate). As the rate may rise temporarily around updates, sales promotion campaigns, etc., a three-month moving average (quarterly period) is used in this section.

CELSYS

2. Outlook

2-1. Full-year financial results forecasts

CELSYS

Financial results forecasts were revised on July 31, 2026; net sales are expected to reach 10.0 billion yen for the first time since the founding

- Net sales : Subscription contracts and one-time purchase sales have exceeded the initial plan due to the effect of the major version upgrade, as well as to the results of the marketing in emerging countries and measures aimed at mobile users.
- Operating profit : In addition to the increase in net sales, cost of sales (particularly outsourcing expenses) and selling, general and administrative expenses (particularly advertising expenses) trended as planned.

Unit: million yen

	FY12/25	FY12/26		YoY change	Change vs. initial plan
		Initial plan (February 13, 2026)	Revised plan (July 31, 2026)		
Net sales	9,471	9,963	**10,810**	**+14.1%**	**+8.5%**
Subscription	5,005	6,113	**6,450**	**+28.9%**	**+5.5%**
Operating profit	2,967	3,317	**4,000**	**+34.8%**	**+20.6%**
Operating margin	31.3%	33.3%	37.0%	+5.7pt	+3.7pt
Ordinary profit	2,934	3,282	**4,000**	**+36.3%**	**+21.9%**
Ordinary profit margin	31.0%	32.9%	37.0%	+6.0pt	+4.1pt
Profit	1,681	2,192	**2,670**	**+58.8%**	**+21.8%**
Profit margin	17.7%	22.0%	24.7%	+7.0pt	+2.7pt
ROE (target: 30% or higher)	35.5%	40% or higher	**50% or higher**	**+14.5pt** or higher	**+10.0pt** or higher

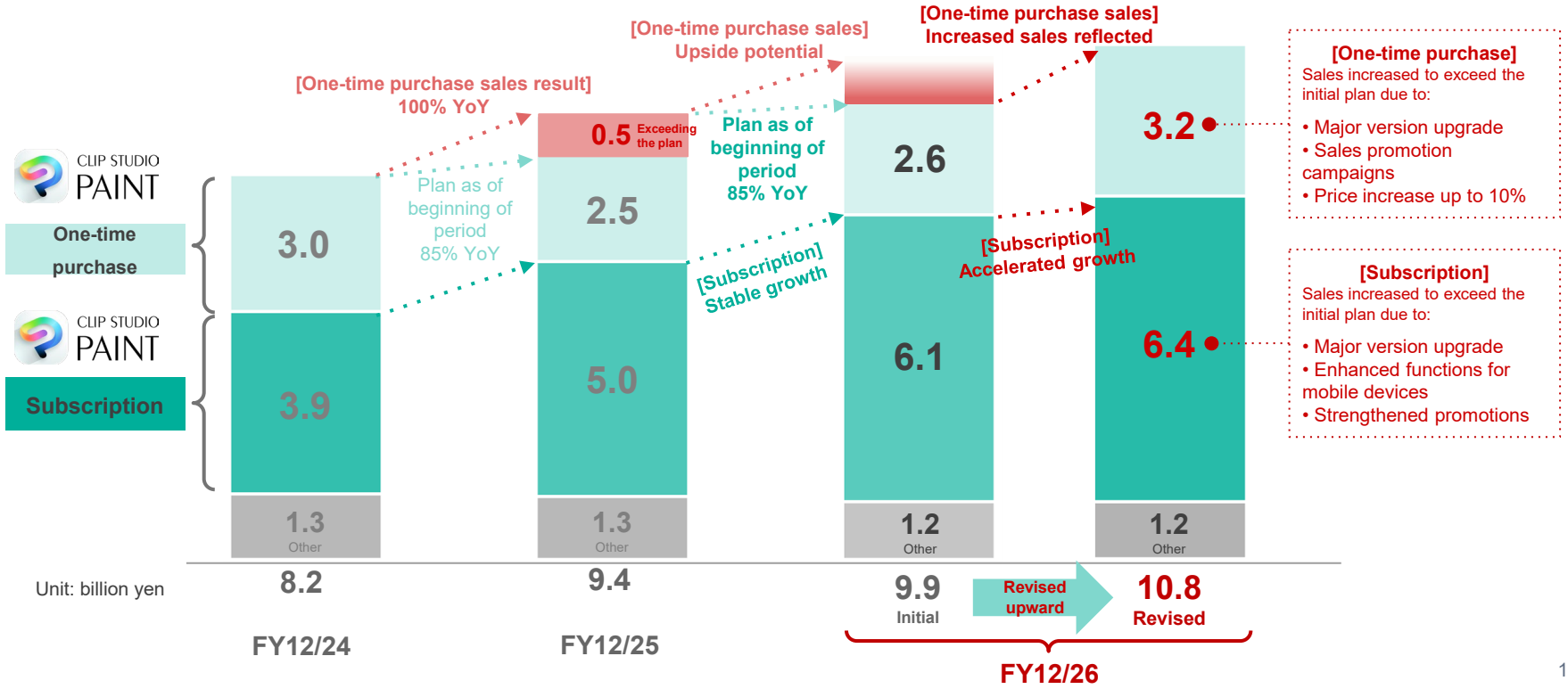
For details, please see the "Notice Regarding Revision to Full-Year Financial Results Forecasts for the Fiscal Year Ending December 31, 2026" announced on July 31, 2026.

2-2. Trends in sales scale of subscription and one-time purchase models

CELSYS

Initial plan : The plan assumed that subscriptions would grow stably, while users of one-time purchase model would transition to the subscription model (Planned sales were 85% of the previous year).

Revised plan : Sales are expected to exceed the initial plan for both subscription and one-time purchase models due to effects of the major version upgrade, campaigns, and other efforts.

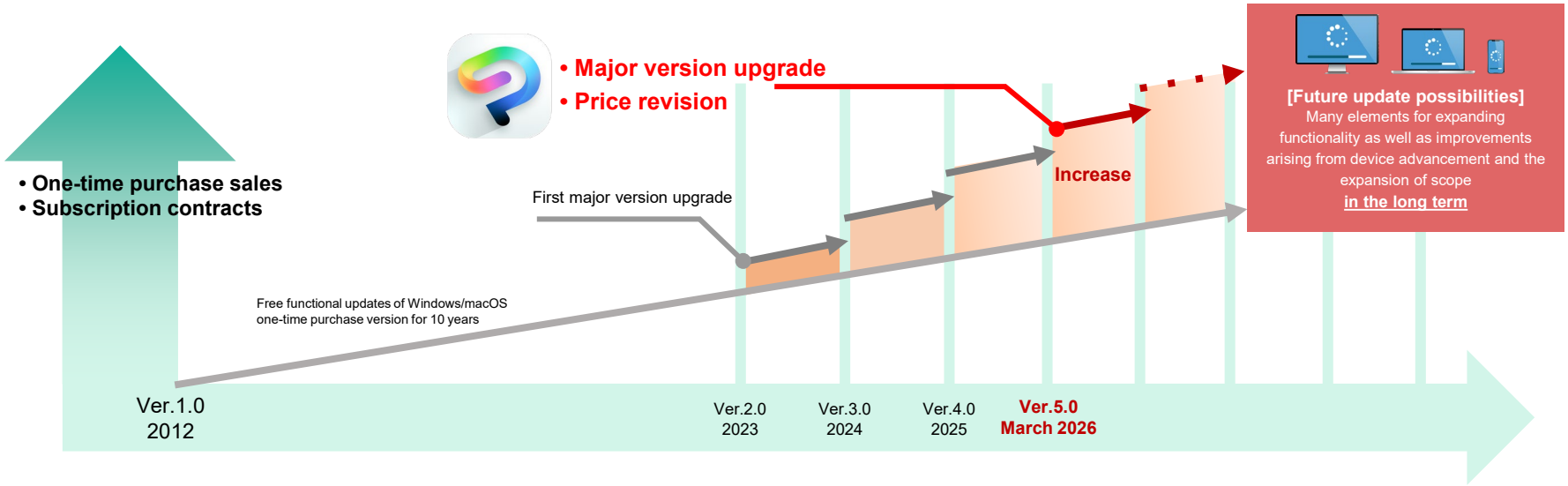


2-3. Major Version Upgrade of CLIP STUDIO PAINT Implemented in Q1

Added and improved functions to raise sales and the number of subscription contracts

- Ver. 5.0 was released worldwide in March. The one-time purchase version price was also increased by 10% on average (P.65)
- Ver. 5.0 was well received worldwide and contributed to strong sales of the one-time purchase model and an increase in subscription contracts.

→ **The price will be revised to match the increased value of services with the regular release of major version upgrades in the future.**



2-4. Progress on the “Medium-Term Management Plan 2025–2027” and Future Prospect

CELSYS

Sales and profit targets are expected to be achieved one year earlier than scheduled under the Medium-Term Management Plan

Revisions are planned for the financial results for FY12/27, the final year under the Medium-Term Management Plan

	FY12/25		FY12/26 Plan		FY12/27 Plan
	Plan	Results	Initial	Revised	
Net sales	9.0 billion yen	9.4 billion yen	9.9 billion yen	10.8 billion yen	Net sales 10.7 billion yen
Operating profit (Profit ratio)	2.5 billion yen	2.9 billion yen (31.3%)	3.3 billion yen (33.3%)	4.0 billion yen (37.0%)	Operating profit 3.3 billion yen (Profit ratio: 30% or higher)
ROE	30.0%	35.5%	40% or higher	50% or higher	ROE 30% or higher

Performance expected to significantly exceed the plan → Revision planned

Operating profit in FY12/27 is expected to significantly exceed the target due to the following factors (other than sales)

- **Business investment implemented steadily at a constant scale**
  - Maintain operating margin in the 30% range during the Medium-Term Management Plan period
- **Applying the advertising expenses-to-net sales ratio benchmark of 14% to 16%**
  - Q3 FY12/26 result: 15.0%

2-5. Financial Strategy Targets

CELSYS

Achieve ROE of 30% or higher constantly

Maintain our management with awareness of stock price and capital cost

Continue to enhance shareholder returns

Dividends: Consider increasing dividends continuously

→ For the current fiscal year, an increase of 2 yen for the interim dividend, 2 yen for the year-end dividend, and 10 yen for the commemorative dividend **(P.21)**

Acquisition of treasury shares: Total amount acquired to date is 6.5 billion yen

Cancellation of treasury shares: 1,500,000 shares were cancelled in March 2026 and 2,000,000 shares in September 2026, for a total of 3,500,000 shares

(Holding ratio: Before cancellation: 18.3% → After cancellation: 9.4%)

Focus on selection as a constituent of the new TOPIX

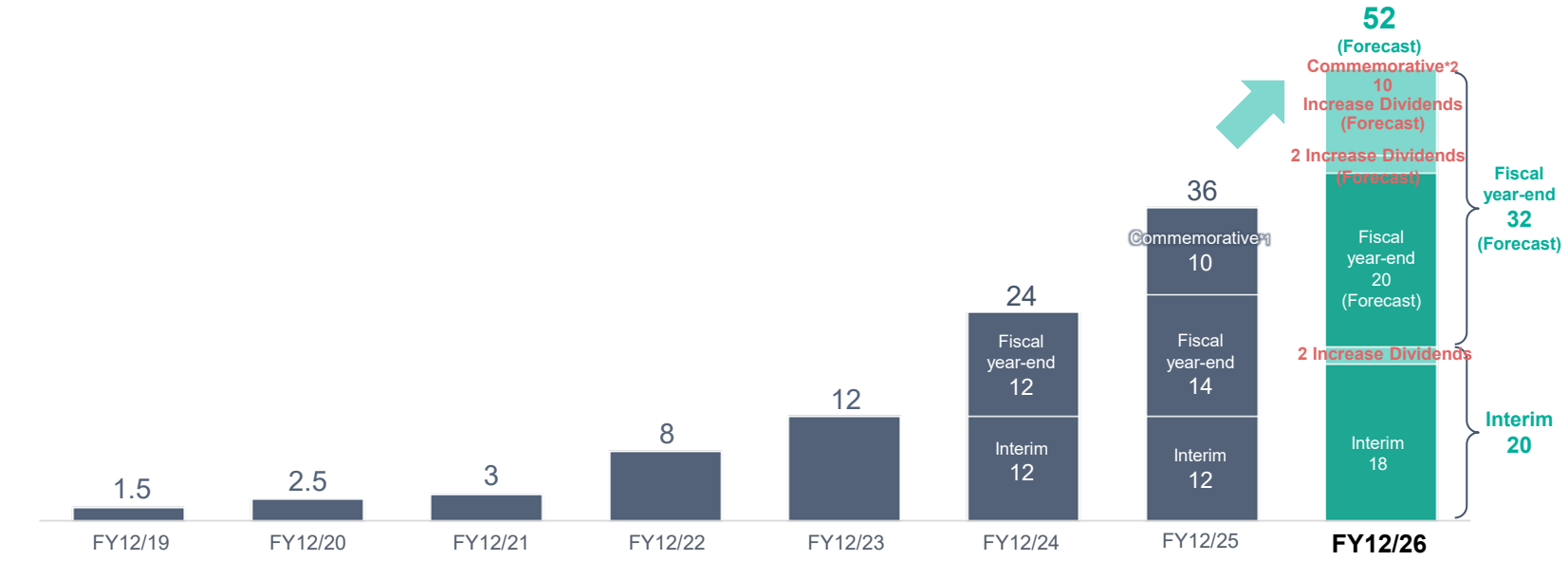
Aim for selection as a constituent of the new TOPIX from next year onward

Enhance our IR activities and implement our capital policy to ensure appropriate evaluation for our shares, while ensuring sufficient liquidity

2-6. Capital Policy: Dividends

Forecast for increased dividends for FY12/26: Annual dividend of 52 yen per share (up 16 yen YoY; payout ratio of 57%)

Dividend Trends and Forecasts (yen)



*1 Commemorative dividend for listing on the Prime Market *2 35th Anniversary Commemorative Dividend

We will continue to strive to increase dividends, taking into consideration the target of achieving ROE of 30% or higher.

CELSYS

3. Market & Environment

3-1. Our Work on AI Technology (1)

CELSYS

Initiatives for products and services provided by the Company

For over a decade, CELSYS has continued research and development efforts focused on the potential of AI technology in the fields where we can support creators' creative activities

Policies

Support creators through technology

Maintain the utmost respect for ethics and rights at all times

- Continue development investment in AI
- Promote utilization of AI technology
- Postpone implementation of functions using image generation AI

3-2. Our Work on AI Technology (2)

Initiatives in the Company's management

CELSYS promotes an AI-native management system and has built a structure to use AI technology across the Company

Policies

Actively use AI technology to improve service quality and increase internal operational efficiency

- Use in management control operations to improve operational efficiency and eliminate dependence on specific individuals
- Promote use in development and testing
- Improve the quality of customer and user support

3-3. Impact of AI Technology on Our Business

CELSYS

The Company has established a business structure centered on providing value that cannot be replaced by AI

Rapid expansion of generative AI since 2023

As of 2026, CLIP STUDIO PAINT users and sales continue to grow

Demand for CLIP STUDIO PAINT is not affected by generative AI

Why?

Ninety percent of CLIP STUDIO PAINT users are hobby creators or high-level amateur creators, who sign up and purchase the application because they appreciate the value of the creative experience itself, in addition to higher productivity enabled by enhanced functions

Creative experience provided by CLIP STUDIO PAINT	- "Joyful experience" of drawing on your own - You can feel your drawing skills improve as you continue to use it - A sense of fellowship you can get through the creative community

We will continue to provide service value that cannot be replaced by generative AI

3-4. Environment Surrounding the Company

External environment and expected growth of CELSYS's business

Various Japanese entertainment content is spreading worldwide

(It has been hugely popular through Netflix, Amazon Prime, Crunchyroll, Webtoon, etc.)

More user access to content

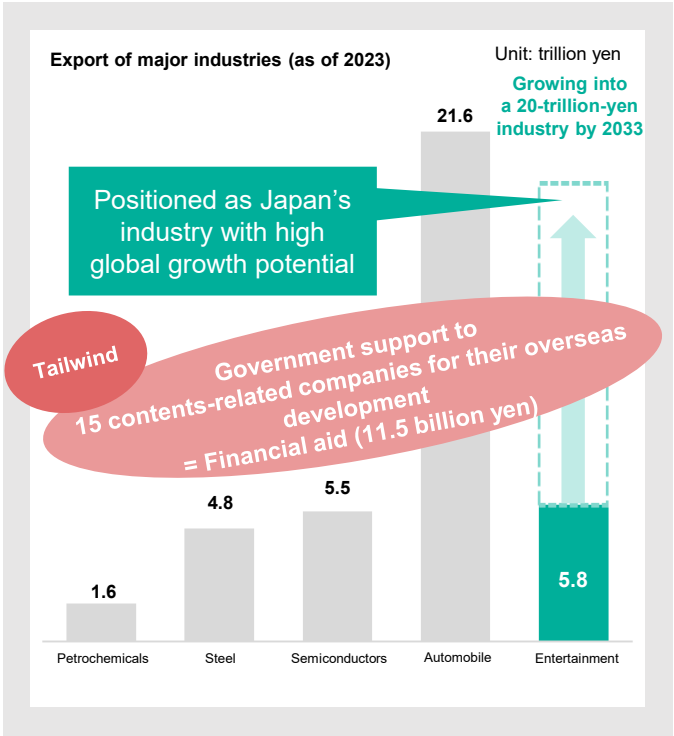
Motivate potential creators

More people become creators

Tailwind

More users of CLIP STUDIO PAINT

Entertainment and creative industry strategy in Japan



Source: "Entertainment and Creative Industry Strategy—Five-Year Action Plan Toward Developing Content Industry Generating Overseas Sales Revenue of 20 Trillion Yen," the Ministry of Economy, Trade and Industry (2025)

CELSYS

To the Shareholders

Information For Shareholders

To the Shareholders

■ Monthly progress report

Monthly indicators are reported for each of the Creator Support field and Creator Platform field.
Please note that we are considering a review of the disclosure frequency from 2027 onward.
→ For details, see the disclosure materials.

Report: https://www.celsys.com/en/irinfo_news/contents_type=47



■ Shareholder Benefit Program

A shareholder benefit system has been established so many people will hold the Company's shares in the medium to long term and to deepen understanding of the Company's business. Shareholders holding 200 shares or more can continuously use CLIP STUDIO PAINT EX.

Shareholder benefit: https://www.celsys.com/en/irinfo_returns/



■ Corporate Report

As a tool to help deepen understanding of the Company, we publish corporate reports (sponsored research reports) prepared through third-party analysis: "Shared Research Report" and "QUICK & NOMURA Corporate Research."

Corporate Report: https://www.celsys.com/en/irinfo_report/



■ IR Newsletter

The latest IR information will be sent to registered shareholders via e-mail.

Online magazine (Japanese only): https://www.celsys.com/irinfo_magazine/

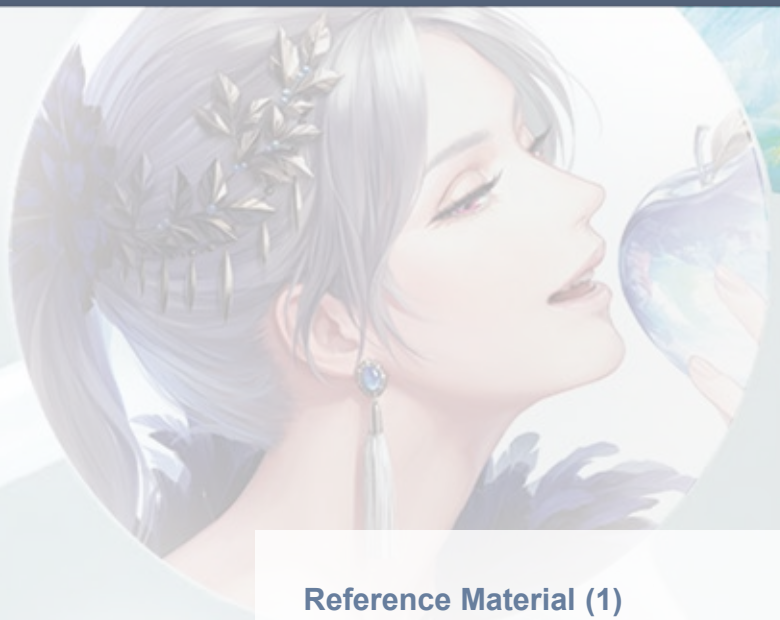


CELSYS

Appendix

CELSYS









Reference Material (1)

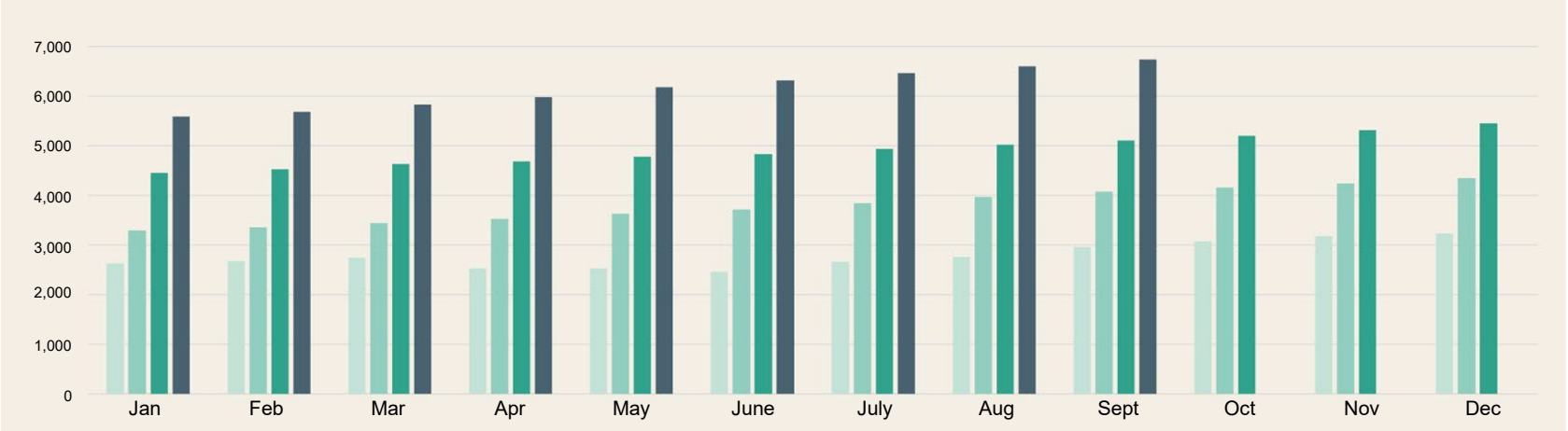
- ❑ **Monthly Progress**
- ❑ Progress of the Medium-Term Management Plan
- ❑ Creator Support Field (Growth phase)
- ❑ Creator Platform Field (Foundation-Building phase)

Reference Material (2)

- ❑ Service Overview and Activity Status

Reference Material: Monthly progress of the Creator Support field

■ Rolling three-month average ARR of CLIP STUDIO PAINT subscription sales



(Unit: million yen)

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2023	2,633	2,676	2,746	2,531	2,523	2,462	2,668	2,755	2,956	3,074	3,178	3,236
2024	3,293	3,358	3,439	3,527	3,631	3,713	3,840	3,972	4,075	4,158	4,240	4,347
2025	4,451	4,524	4,631	4,683	4,776	4,834	4,935	5,025	5,106	5,200	5,312	5,450
2026	5,583	5,682	5,831	5,981	6,182	6,316	6,465	6,602	6,731			

Note: ARR (an abbreviation for Annual Recurring Revenue, which is the revenue assumed to be earned in a year, assuming that all contracts are renewed at the time of contract renewal) is a three-month moving average due to monthly fluctuations caused by the number of days per month (28 business days for regular months and 35 business days for special months) depending on the settlement method and the fact that the settlement is adjusted for each quarter-end month.

Reference Material: Monthly progress of the Creator Support field

■ CLIP STUDIO PAINT churn rate (paid contracts)



(Unit: %)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024	6.1	5.8	7.8	6.5	4.5	5.3	4.8	4.6	5.0	4.6	4.8	4.8
2025	4.5	4.4	5.1	4.7	4.4	5.0	4.5	4.5	4.9	4.6	4.5	4.6
2026	4.6	4.3	5.4	4.9	4.5	4.9	4.7	4.6	5.2			

Temporary increase because the 12-month subscription licenses sold in the new user acquisition campaign conducted in September 2025 reached the end of their contract period. → Expected to return to normal levels from October onward.

Note: This is the cancellation rate (customer churn rate) based on the number of customers with paid subscription contracts for CLIP STUDIO PAINT. It is calculated based on the number of cancellations during the month relative to the number of subscriptions as of the end of the previous month; if one customer has multiple subscriptions, each subscription is calculated as a separate subscription. In addition, due to the nature of the product, which offers monthly subscription plans that can be used only when necessary, in addition to annual subscription plans, there are cases where the same customer repeatedly subscribes and cancels subscriptions, and all these instances are included in the calculation.

Reference Material: Monthly progress of the Creator Platform field

■ Number of platform users



(Unit: persons)

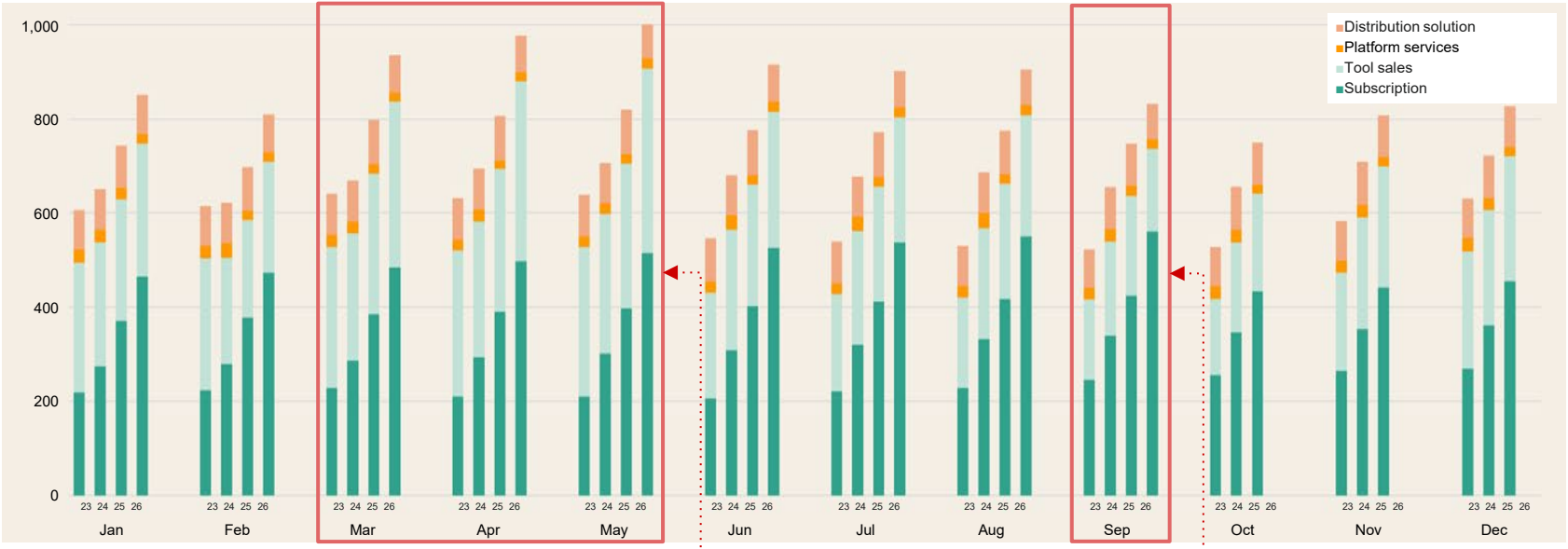
	Number of users	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2024	Total	8,363,385	8,468,239	8,585,307	8,693,667	8,801,454	8,929,352	9,054,656	9,176,596	9,298,658	9,408,838	9,520,267	9,655,270
	New	117,993	104,854	117,068	108,360	107,787	127,898	125,304	121,940	122,062	110,180	111,429	135,003
2025	Total	9,780,600	9,885,832	10,043,654	10,191,550	10,336,833	10,491,221	10,659,889	10,827,363	10,995,848	11,158,579	11,324,429	11,621,765
	New	125,330	105,232	157,822	147,896	145,283	154,388	168,668	167,474	168,485	162,731	165,850	297,336
2026	Total	11,868,472	12,071,888	12,336,703	12,562,613	12,794,936	13,084,092	13,328,126	13,562,227	13,764,754			
	New	246,707	203,416	264,815	225,910	232,323	289,156	244,034	234,101	202,527			

Note: The number includes users of services provided in the Creator Platform field as well as users of “CLIP STUDIO ASSETS” and other web services related to CLIP STUDIO.

Reference Material: Monthly progress of sales by field (three-month moving average)

■ Three-month moving average sales trends

(Unit: million yen)



Due to the use of a three-month moving average, the impact of the increase in sales due to tool sales (one-time purchase version) for a major version upgrade conducted in March every year is reflected up to May.

Tool sales: The sales campaign held in September every year was moved to October in 2026, so September sales results do not include sales from the campaign.
The sales campaign conducted in October achieved solid results, and tool sales are expected to increase in October.

Note: Three-month moving averages are used because the amount fluctuates on a monthly basis due to the number of days in a month (28 business days for regular months and 35 business days for special months) depending on the means of settlement and the fact that settlement adjustments are made for each quarter-end month.
Differences from consolidated results and other indices may arise due to the fact that amounts less than one million yen are rounded down in the calculation process.
Subscriptions are the sales from CLIP STUDIO PAINT subscriptions.
Tool sales includes sales of the one-time purchase model and corporate licenses.
Platform services include sales of CLIP STUDIO WEB services.
Distribution solutions include sales related to e-books.

Reference Material: Monthly progress of sales by field (three-month moving average)

CELSYS

■ Three-month moving average sales trends

(Unit: million yen)

		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2023	Distribution solution	83	85	86	88	88	91	88	86	83	83	84	84
	Services	28	27	26	24	24	24	23	24	25	26	26	29
	Tool sales	276	280	300	310	317	226	206	192	170	162	209	249
	Subscriptions	219	223	228	210	210	205	222	229	246	256	264	269
2024	Distribution solution	85	86	87	87	86	86	86	87	89	91	92	90
	Services	28	32	26	26	22	30	30	32	27	28	27	26
	Tool sales	263	225	270	289	296	256	242	237	200	191	238	244
	Subscriptions	274	279	286	293	302	309	320	331	339	346	353	362
2025	Distribution solution	91	93	95	95	94	96	95	93	90	89	89	85
	Platform services	24	20	19	19	20	19	20	20	21	21	20	20
	Tool sales	259	208	299	303	307	259	246	244	212	207	257	267
	Subscriptions	370	377	385	390	398	402	411	418	425	433	442	454
2026	Distribution solution	83	80	79	78	77	79	77	76	76			
	Platform services	20	19	20	20	21	21	21	21	21			
	Tool sales	283	237	352	381	392	289	266	258	176			
	Subscriptions	465	473	485	498	515	526	538	550	560			

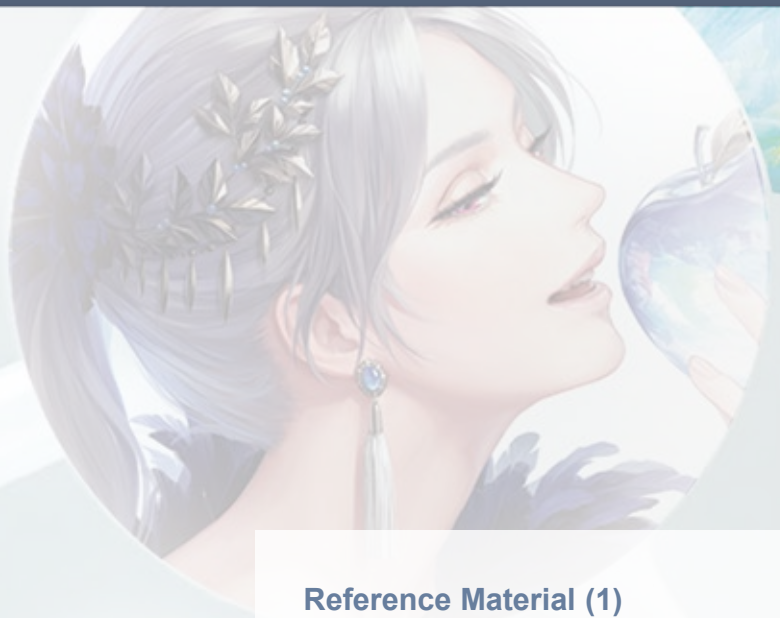
Due to the use of a three-month moving average, the impact of the increase in sales due to tool sales (one-time purchase version) for a major version upgrade conducted in March every year is reflected up to May.

Tool sales: The sales campaign held in September every year was moved to October in 2026, so September sales results do not include sales from the campaign. The sales campaign conducted in October achieved solid results, and tool sales are expected to increase in October.

Note: Three-month moving averages are used because the amount fluctuates on a monthly basis due to the number of days in a month (28 business days for regular months and 35 business days for special months) depending on the means of settlement and the fact that settlement adjustments are made for each quarter-end month.
Differences from consolidated results and other indices may arise due to the fact that amounts less than one million yen are rounded down in the calculation process.
Subscriptions are the sales from CLIP STUDIO PAINT subscriptions.
Tool sales includes sales of the one-time purchase model and corporate licenses.
Platform services include sales of CLIP STUDIO WEB services.
Distribution solutions include sales related to e-books.

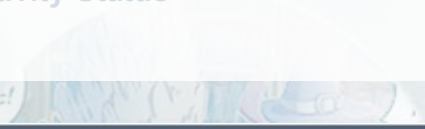
CELSYS











Reference Material (1)

- ❑ Monthly Progress
- ❑ **Progress of the Medium-Term Management Plan**
- ❑ Creator Support Field (Growth phase)
- ❑ Creator Platform Field (Foundation-Building phase)

Reference Material (2)

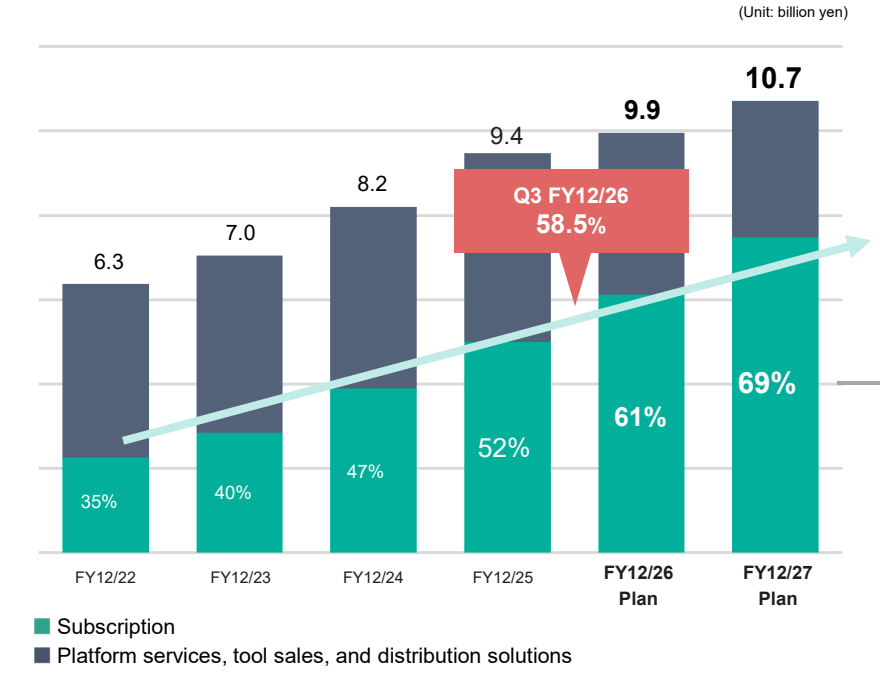
- ❑ Service Overview and Activity Status

Reference Material: Key Points of the Medium-Term Management Plan

Promotion of subscription contracts

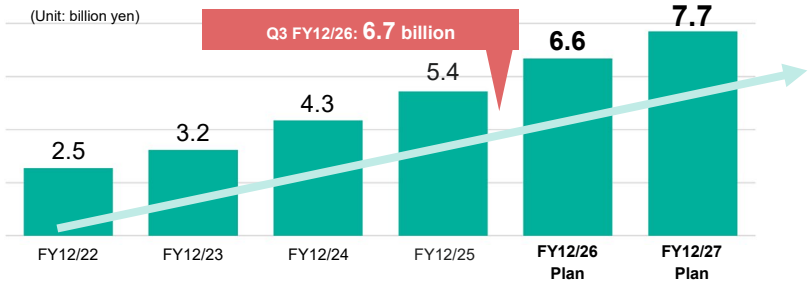
Growth of subscription sales is expected to drive an increase in overall net sales.
We aim to achieve a stable and highly profitable revenue structure with subscription sales accounting for about 2/3 of total sales.

Sales segments and trends



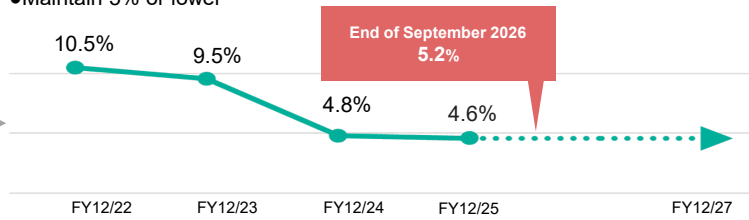
Trend of ARR of subscription sales

●Implement initiatives to increase the number of contracts, ensuring continuous growth



Churn rate trend

●Maintain 5% or lower



Reference Material: Medium-Term Management Plan - Non-Financial Policy: Initiatives Toward Business Innovation

CELSYS

Establish management structure that takes perspectives of shareholders and investors into consideration

Commitment to achieving the Medium-Term Management Plan, further expanding business, and improving earnings

As part of strengthening our corporate governance system, we are promoting business innovation to achieve sustainable growth and increase corporate value

System: Review officer remuneration system — Completed

●A remuneration system that takes investors' perspectives into consideration

- ▶ Abolish the Officer Retirement Benefit System*
- ▶ Change the remuneration system for senior management
  Increase the ratio of stock-based compensation and establish performance-linked remuneration

Structure: Rejuvenate management structure — In progress

●Systematic successor development
●Strategic shift to next-generation talent

- ▶ Advance senior management team rejuvenation
- ▶ Strengthen hiring of manager candidates
- ▶ Strengthen hiring and development of young new graduates

Activities: Enhance IR structure — Completed

●Strategy development and decision-making that take into consideration the views of institutional investors and analysts

- ▶ Senior management attends all IR meetings with institutional investors and shares the information through important internal meetings and other channels

* Abolished as of the end of December 2025

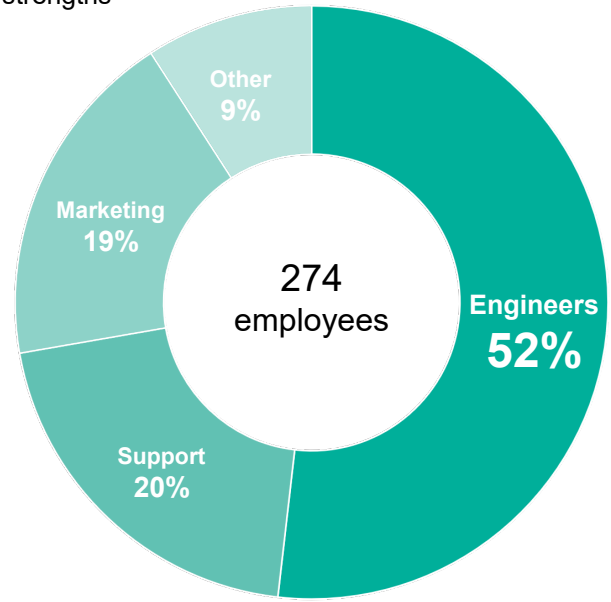
Reference Material: Medium-Term Management Plan - Non-Financial Policy: Initiatives to Maximize Human Capital

CELSYS

Employee composition

Talented engineers compose the majority of our employees

A structure capable of planning and developing proprietary services with CLIP STUDIO PAINT at the core, representing our strengths



Global talent ratio

Global talent supporting global expansion

Enhance response speed and quality by conducting marketing campaigns and meeting user needs globally on our own

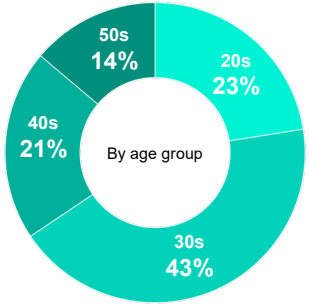
Global talent 17%

(40 employees or more)



Organization to achieve sustainable growth

Young talent is driving our business: Majority of our employees are in their 20s and 30s



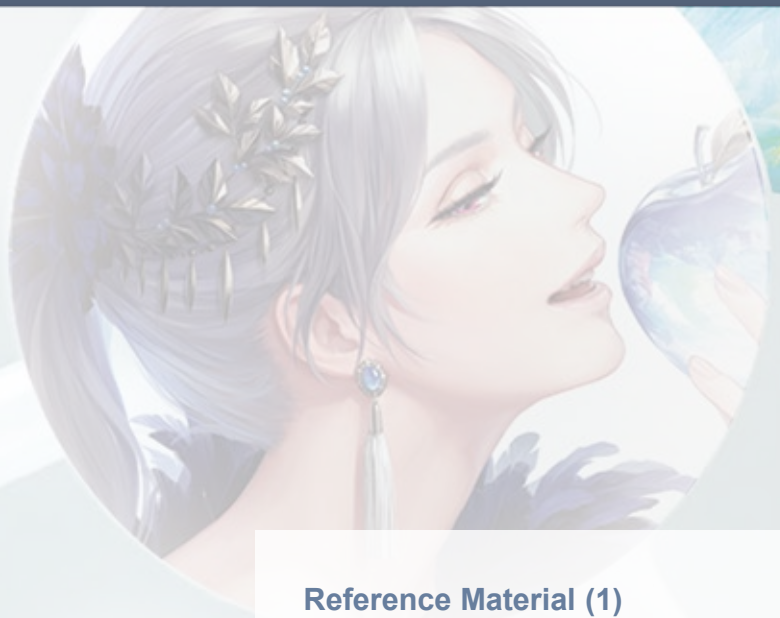
Ratio of women in managerial positions

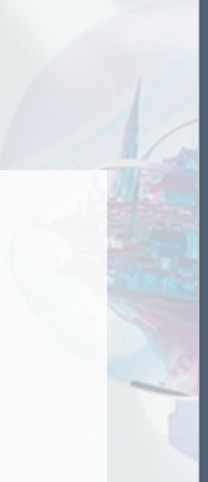
35%



As of the end of September 2026







Reference Material (1)

- ❑ Monthly Progress
- ❑ Progress of the Medium-Term Management Plan
- ❑ **Creator Support Field (Growth phase)**
- ❑ Creator Platform Field (Foundation-Building phase)

Reference Material (2)

- ❑ Service Overview and Activity Status

Reference Material: Summary of Activities in the Creator Support Field

CELSYS

Increase number of CLIP STUDIO PAINT subscription contracts, continue growth of ARR

▼**Priority measures**

(1) Increase new user acquisition by strengthening global expansion

(2) Expand the user base by engaging with young and casual users

(3) Increase the retention rate by strengthening user communities

Reference Material: Business Model: Stable Earnings from Subscription Sales

CELSYS

CLIP STUDIO PAINT focuses on providing licenses through a subscription model, with the aim of improving stable earnings over the medium to long term. The Company is working to increase the number of subscription contracts by strengthening this approach.

	One-time purchase model	Subscription model
Initial investment required by users (ease of getting started)	High (difficult to start)	**Low (easy to start)**
Timing of recognition of sales effectiveness for the Company	Short term	**Medium to long term**

Current focus

Examples of licensing models: Japan and overseas

Subscriptions offer better value

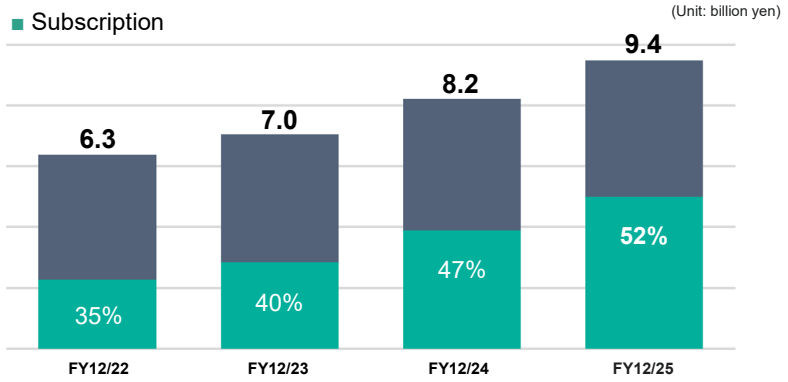
CLIP STUDIO PAINT PRO

One-time purchase model March 2026 Price revision

Subscription model*1		One-time purchase model (One-time payment)	
Monthly plan	Yearly Plan	New purchase	Version upgrade*2
480 yen	3,000 yen	6,900 yen	2,900 yen
$4.49	$26.99	$63.00	$23.19

*1 Fees for the 1-device subscription plan
*2 For an upgrade from Ver. 4.0 to Ver. 5.0 under the version upgrade plan (Details)

Trend in the ratio of subscription sales to total company sales



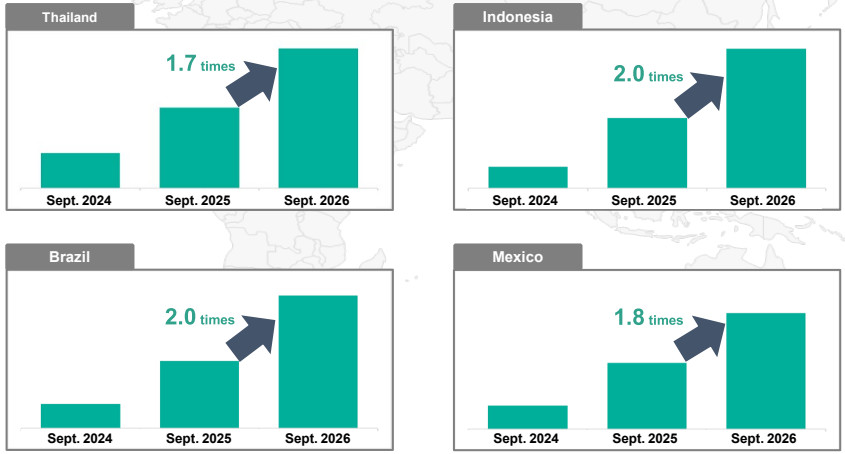
In parallel with the subscription model, we continue to offer a one-time purchase version. This version contributes to earnings through new user acquisition campaigns and addresses the needs of users who are reluctant to enter into subscription contracts. By complementing the subscription model, it helps maximize overall earnings. The one-time purchase version allows access to new features by purchasing an additional subscription or paying a version upgrade fee.

Reference Material: Initiatives in Global Expansion to Acquire New Users

Focus also placed on marketing in emerging countries, with new users increasing

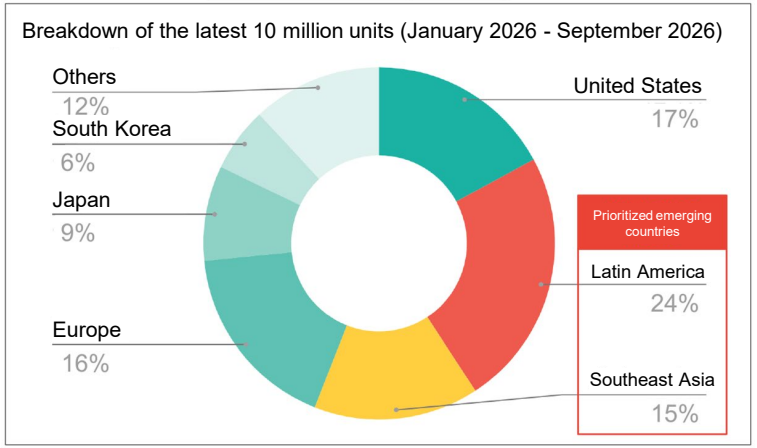
- Continue to strengthen expansion efforts in the markets that we have served for years, such as Europe, the US, Japan, and South Korea.
- Also strengthen expansion efforts in populous emerging countries to acquire additional new users.
- Strive to maximize the number of prospective customers by continuing to adapt to mainstream payment options in each country.
  From Q1 FY12/26, we newly support UnionPay Card (China), as well as Naver Pay, Shinhan Card, and other cards (South Korea).

Trend in subscription contracts *1



*1 Comparison of cumulative subscription contracts in September 2024, September 2025, and September 2026

Recent increase in shipments to emerging countries *2



*2 Comparison of most recent shipments by area

Reference Material: Acquiring New Young and Casual Users; Measures for Mobile Devices

CELSYS

Measures for smartphones

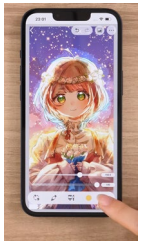
Support for new devices (large-screen foldable smartphones)
UI/UX improvements and expanded functionality

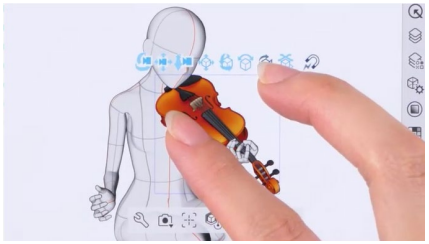


Apple's first foldable device
Supports iPhone Duo



Motorola foldable device
Pre-installed on a smartphone for the first time





Measures for tablets

Android bundling & improved and expanded functionality, etc.







Increasing number of Android tablets from various companies

At Google's annual developer conference, Google I/O

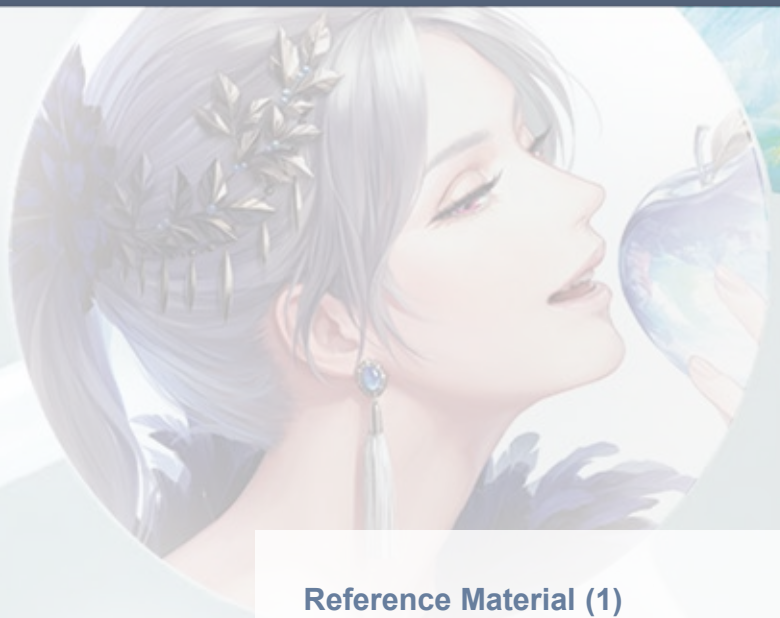
CLIP STUDIO PAINT was introduced as an example of an app optimized for large screen Android devices

Increase in CLIP STUDIO PAINT users on Android devices (subscription contracts)

Sharp growth in subscription ARR

CELSYS





Reference Material (1)

- ❑ Monthly Progress
- ❑ Progress of the Medium-Term Management Plan
- ❑ Creator Support Field (Growth phase)
- ❑ **Creator Platform Field (Foundation-Building phase)**

Reference Material (2)

- ❑ Service Overview and Activity Status

Reference Material: Summary of Activities in the Creator Platform Field

CELSYS

Continue to develop and start providing new platform services

▼**Priority measures**

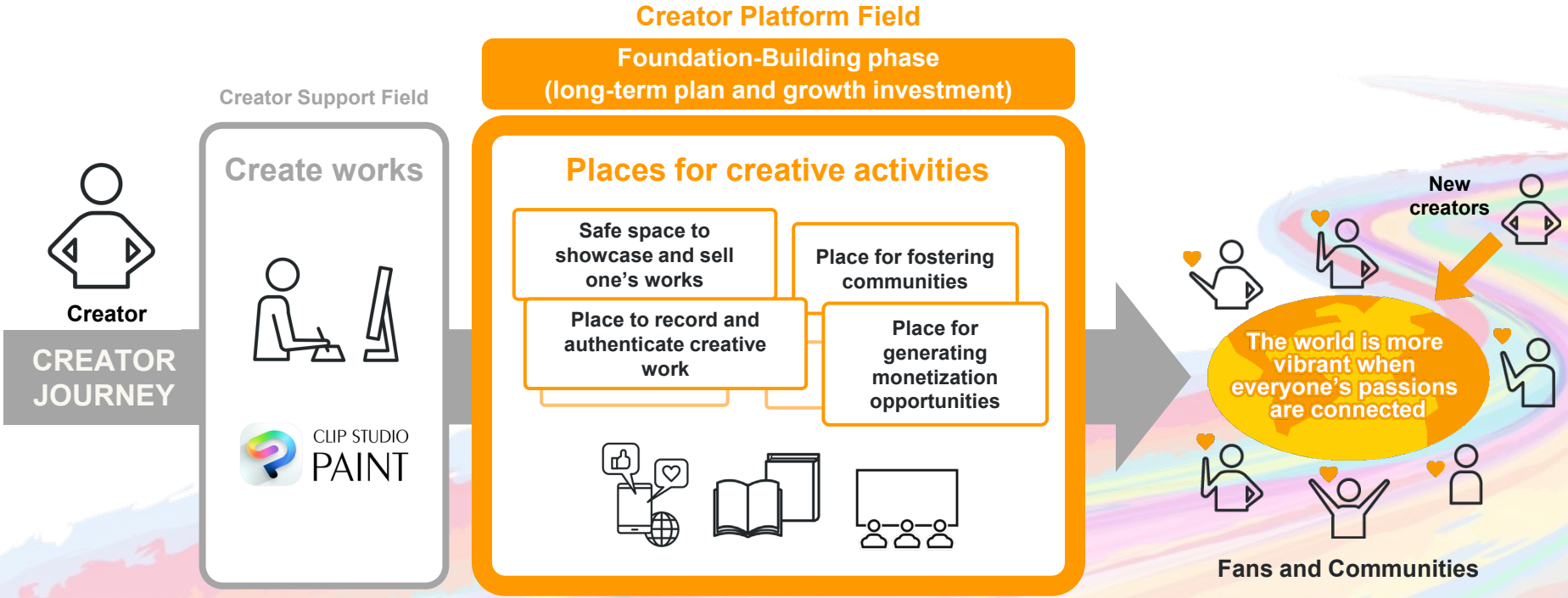
(1) Develop and provide new services

(2) Improve our existing services and provide distribution solutions

Reference Material: Vision for Creator Platform Field

CELSYS

In the “CREATOR JOURNEY,” which refers to the path connecting creators who produce works and the audiences who enjoy them, we aim to provide value for the activities that follow the step of creating works by expanding platform services and establishing a new core pillar of our business.



Reference Material: Activities in the Creator Platform Field: Topic (1)

CELSYS

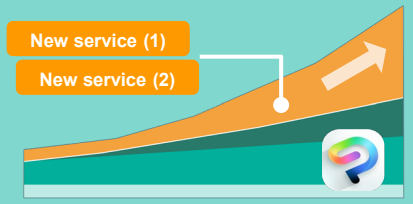
Aim at revenue growth by strengthening existing services, as well as by developing and providing new services

Expected benefits

CLIP STUDIO PAINT

Increased subscription contracts
Maintaining a low churn rate

Future revenue growth through development of new services



Services provided

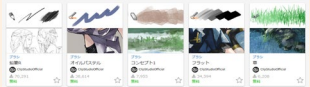
Strengthening services to share techniques for making full use of CLIP STUDIO PAINT



■Q&A community



■Courses on how to draw



■Material marketplace



■Work viewer

Many creators using this service have made their debut

Creators have published serial works with major publishers such as KADOKAWA and KODANSHA

Strengthening services to promote the use of creators' works



■Matching editors and creators



■Supporting creators' entry into comic contests

Platform users

More than 13 million creators have registered as users globally

New service under development (1)

Platform to support creators' monetization

New service under development (2)

Services to strengthen user communities

Reference Material: Activities in the Creator Platform Field: Topic (2)

CELSYS

New platform and services under development

(1) Platform to support creators' monetization

A new platform to support creators throughout the process of showcasing their works to many people, attracting new fans, getting sponsored projects, and monetization. For creators, generating revenue through creation is one of the most challenging issues*. We will help to solve this and contribute to the expansion of the global creator economy.

Enhance creators' visibility	Strengthen creators' monetization points	Help IP businesses find creators to work with
Support from fans	Provide various revenue opportunities	Connect creators and IP businesses

(2) Services to strengthen user communities

New community services to promote creators' networking.
We will energize user communities globally, stimulate the joy of drawing, and boost creators' creative urge to increase the retention rate of CLIP STUDIO PAINT.

Strengthen user communities globally	Boost creators' creative urges	Contribute to lowering the churn rate of CLIP STUDIO PAINT

Continue our planning and development efforts to launch our new platform and services in 2026 and beyond

* Referenced source: Survey Results on Domestic Creator Economy (2022)

CELSYS



Reference Material (1)

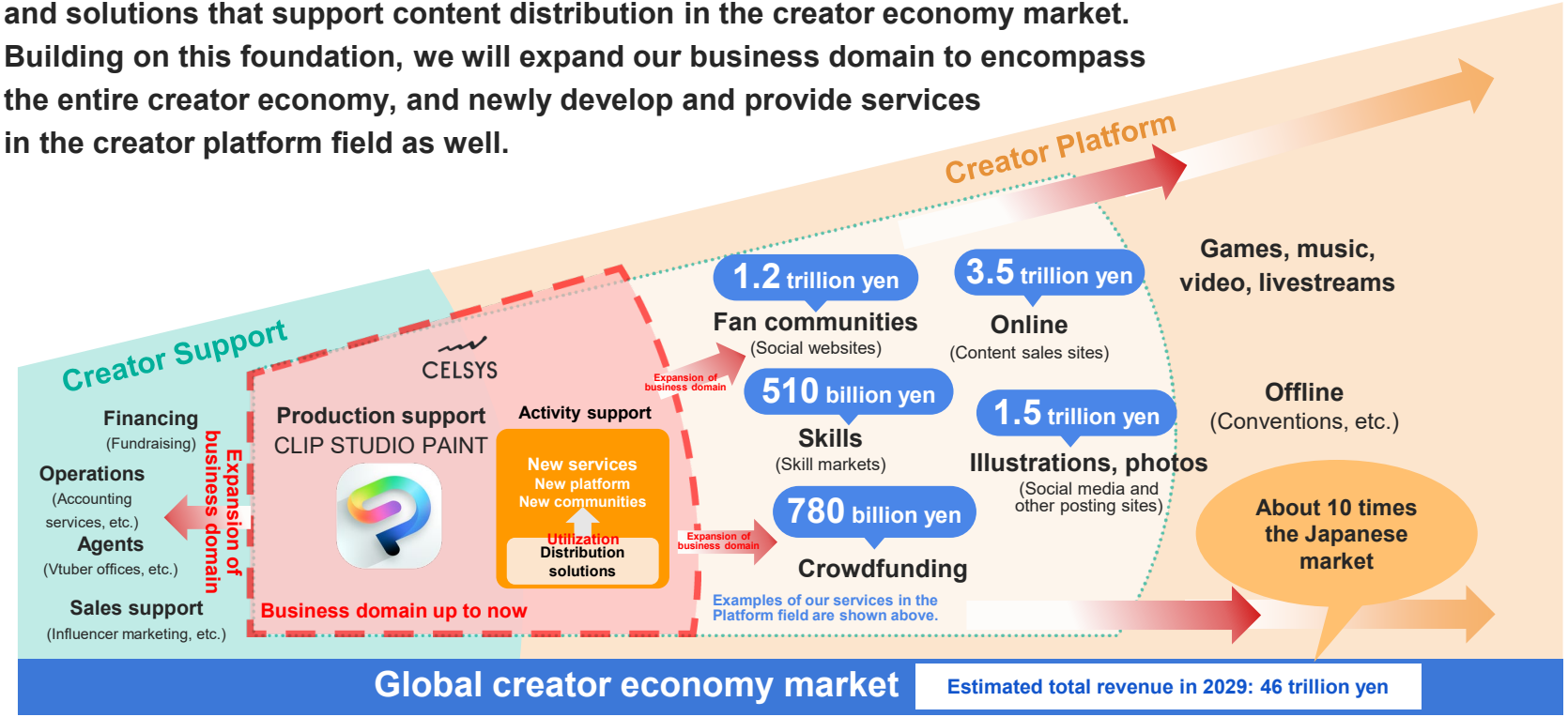
- ❑ Monthly Progress
- ❑ Progress of the Medium-Term Management Plan
- ❑ Creator Support Field (Growth phase)
- ❑ Creator Platform Field (Foundation-Building phase)

Reference Material (2)

- ❑ **Service Overview and Activity Status**

Reference Material: CELSYS's Business Domain -TAM, the potential size of our obtainable market

CELSYS will leverage its strengths cultivated through providing support for content production and solutions that support content distribution in the creator economy market. Building on this foundation, we will expand our business domain to encompass the entire creator economy, and newly develop and provide services in the creator platform field as well.



Referenced source: CELSYS's estimate based on the sales scale of each service referencing Creator Economy Market (2024) and Survey Results on Domestic Creator Economy (2024). The overseas market is estimated to be 10 times the domestic market (based on the survey results of the domestic creator economy market).

Reference Material: CLIP STUDIO PAINT Creative Application for Creators (1)

CELSYS

■ Key features

Application for creative activities in a wide range of fields, such as illustration, comic, Webtoon, and animation

CLIP STUDIO PAINT

- **Globally available, highly competitive creative application based on a subscription model**
- **An all-in-one creative application that meets the needs of a wide range of creators, allowing them to create high-quality works with professional-grade features**
- **Available on any device, including tablets, smartphones, and PCs**

■ Market share

Paint application for production support
#1 sales/market share*1

Usage ratio on pixiv, one of the world's largest social media for illustration*2
63%

Usage ratio among manga artists in Japan*3
95%



Usage ratio in animation productions in Japan*4
82%
(2023 survey: 72%)

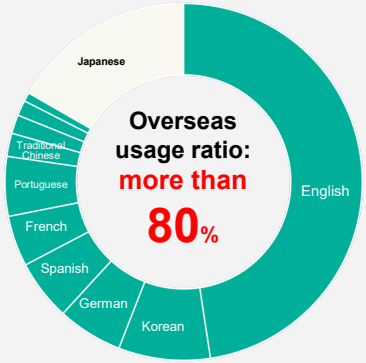
*1 Ranked #1 in the BCN Award for graphics software for FY2015/2016/2017/2019
*2 The most used app for submitting works on pixiv (Dec. 2015 - Dec. 2024 as determined by CELSYS based on figures provided by pixiv)
*3 Fact-finding survey on manga artists (2021) conducted by ManNavi, Manga Award / Mochikomi portal site
*4 Survey on the usage of commercial animation production software (2025) conducted by the Secretariat of the Animation Creative Technology Forum (ACTF)

Reference Material: CLIP STUDIO PAINT Creative Application for Creators (2)

CELSYS

■ Cumulative shipments and supported languages

Used by more than 70 million*1 creators worldwide



Increasing steadily

Supporting 11 languages

Japanese, English, Korean, Chinese (Traditional/Simplified), French, Spanish, German, Portuguese, Thai, Indonesian

■ State of use

The user's purpose*2

Hobby : Work

9 : 1

Category of the user's creative work*3

Illustration : Animation & comic

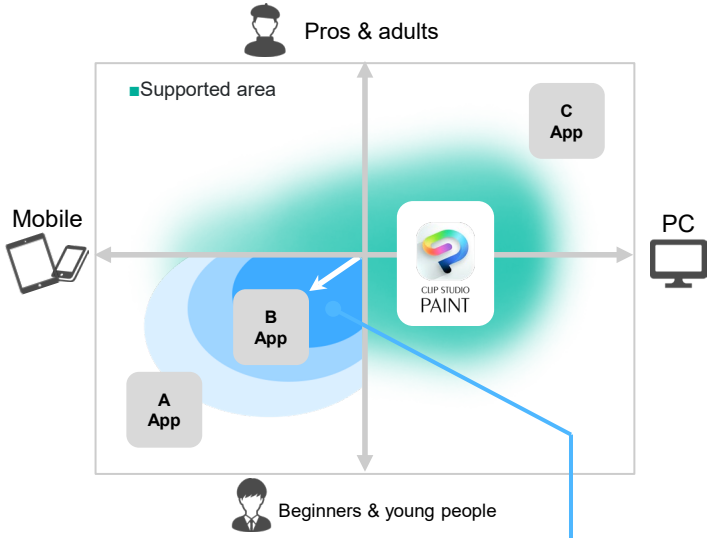
9 : 1

Type of device used*4

PC : Mobile device

6 : 4

■ Position



Strengthening measures an developments aimed at beginners and young people for use on mobile devices

*1 Based on CLIP STUDIO PAINT cumulative shipments, including trial version users and installations of the iPad, iPhone, Galaxy, Android, and Chromebook versions
*2, 3 and 4: Studies by CELSYS

Reference Material: Three Strengths (Advantages) of CLIP STUDIO PAINT

CELSYS

Pursuit of proprietary graphic technologies and accumulated know-how of planning, development, and operation of applications

Have supported creators for 30 years or more

1. Expertise



Unrivaled, affordable price for professional-grade application, with a focus on users

Strengths

2. Customer perspective

3. Advantages of scale

Established strong user communities where users can share their tips and questions

Target users of 130 million worldwide (P.4)

Reference Material: Reasons Why People Choose CLIP STUDIO PAINT

CELSYS



Over 30 years of experience in developing graphic tools
New features designed to meet user feedback and evolving industry needs are **provided through regular updates**





Extensive user communities
Users can share drawing tips and ask questions, with opportunities to communicate globally

Affordable pricing for students
Professional-grade application accessible to everyone



Beginner-friendly
Equipped with a simple user interface

CLIP STUDIO PAINT





Create all kinds of artwork
All-in-one app for illustration, comic, Webtoon, and animation

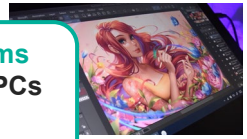
3D drawing support features
Use poseable models and 3D materials to efficiently create high-quality artwork

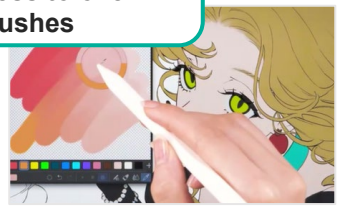
Enjoy a beautiful, smooth drawing experience
Unlimited access to over 40,000 brushes





Compatible with a wide range of devices and platforms
Full features available on tablets, smartphones, and PCs
iPad / iPhone / Android / Windows / macOS





Reference Material: CLIP STUDIO PAINT User Support

CELSYS





CLIP STUDIO PAINT



Provide extensive user support

▶Available **24/7**.
▶Available for users **worldwide**.
Adding support languages will be considered in response to needs.

Promptly capture customers' needs

▶Support provided by our **own staff members**.
System that enables us to promptly capture needs.
System that enables us to promptly share information with the development team.

We appropriately capture customers' needs, enabling us to provide an application that is always highly evaluated

Develop and operate a tool that visualizes user needs and internally shares them at any time



★The **"Thank-you ratio"** for user support is designated as an important KPI.
★**Available in multiple languages** (Japanese, English, Korean, etc.)
★Response time is designated as a KPI to ensure operation focusing on **speed**.

Reference Material: Marketing Activities - Major Activities

Marketing activities for all parts of the world are conducted by our own staff members. Our staff who have deep knowledge about local markets carry out marketing in ways that match market characteristics.



Global talent
17%
of all employees

Web marketing

Place web advertisements optimized for the market of each country



Influencer marketing

Social media promotion in collaboration with famous influencers

- **Approx. 890 or more*** collaborative campaigns annually
- Working with **approx. 200 or more*** influencers globally



Illustrator/designer based in Brazil
Mary Violin (Instagram post)

Supporting events and contests

Strengthen customer touchpoints through offline events and contests in the entertainment field



Supporting approx. 60 events* and contests annually in more than 20 countries* and regions

* The above figures only represent activities outside Japan for FY12/25.

Reference Material: Marketing Activities - Acquiring CLIP STUDIO PAINT Users

CELSYS

Organic acquisition	**Search, word of mouth, social media posts, and various contests** Content spreading globally → Stimulating potential creators (P.26)
Promotional acquisition	**Web advertising, events, affiliates, influencer marketing** Various global marketing initiatives (P.57)
Alliance acquisition	**Device makers, content distribution sites, artwork posting platforms, publishers** Promotions and bundling with partners (P.60)
Educational institution acquisition	**Universities, vocational schools, high schools, online education platforms** License provision to educational institutions (P.61)

CLIP STUDIO PAINT

Subscription & one-time purchase



Reference Material: Marketing Activities - Exhibits & Sponsorships at Offline Events

= Marketing activities in Q3 FY12/26 = Countries with marketing activities = Collaborative initiative with an educational institution



As of September 2026

Reference Material: Bundling of CLIP STUDIO PAINT

CELSYS

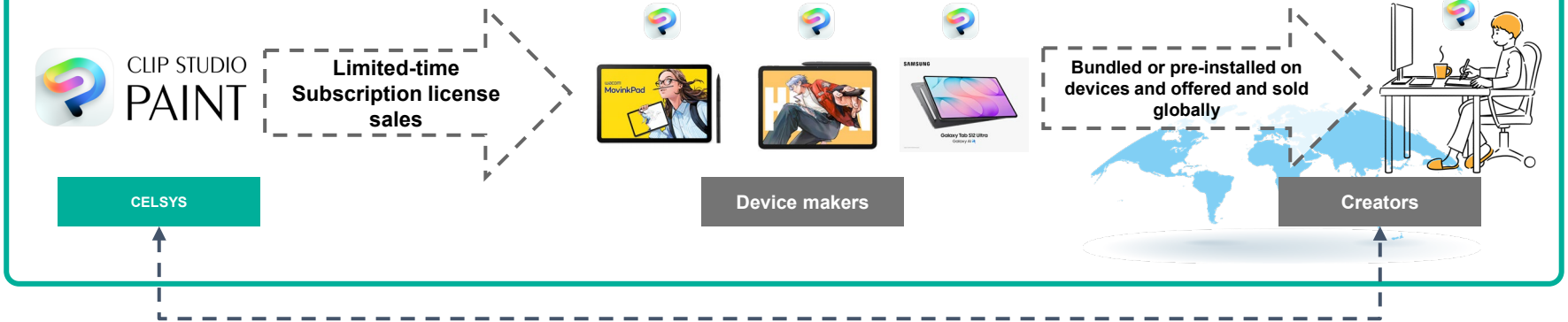
Promotion through product bundling with device makers

We actively bundle or pre-install CLIP STUDIO PAINT on globally available devices, including Wacom and Samsung devices.

Expected benefits of bundling

- Expand brand recognition globally
- Increase users and subscribers
- Enhance reach to young people

Bundling scheme



After expiry of the bundled or pre-installed license, continued use shifts to subscription contracts → Monetization

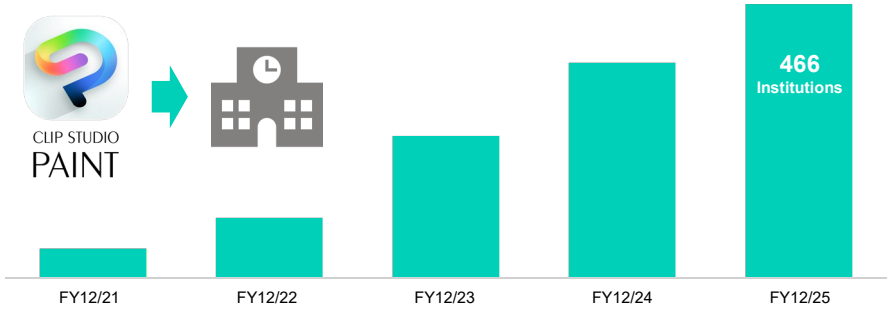
Reference Material: Activities to Contribute to the Industry and Society (1)

CELSYS

Social contribution activities to vitalize the global content industry

Creating and developing next-generation creators by providing CLIP STUDIO PAINT to educational institutions

Increasing use at creative schools worldwide



Examples of recipients

The Nippon Foundation and DWANGO (N Junior School, N High School, ZEN Univ)	Kyoto Seika University (Department of Manga, Faculty of Manga)	Vantan Game Academy Tokyo School (vocational school)
Dauphin County Technical School (North American public vocational high school)	De Montfort University (UK public Univ)	SBS GAME ACADEMY (South Korean game education institution)

Initiatives with other education-related organizations

Building a global provision system for educational institutions in cooperation with organizations

2026 NAEA NATIONAL CONVENTION | MARCH 5-7 CHICAGO

International creative event hosted by the National Art Education Association

DuocUC

Animation event held at a technical college in Chile

student money matters

Official creative tool partner for support programs of a UK government-affiliated organization

J-MANGA CREATE

Digital creator development project

JPIC

Project implemented by the Japan Publishing Industry Foundation for Culture and promoted by Japan's Agency for Cultural Affairs

Reference Material: Activities to Contribute to the Industry and Society (2)

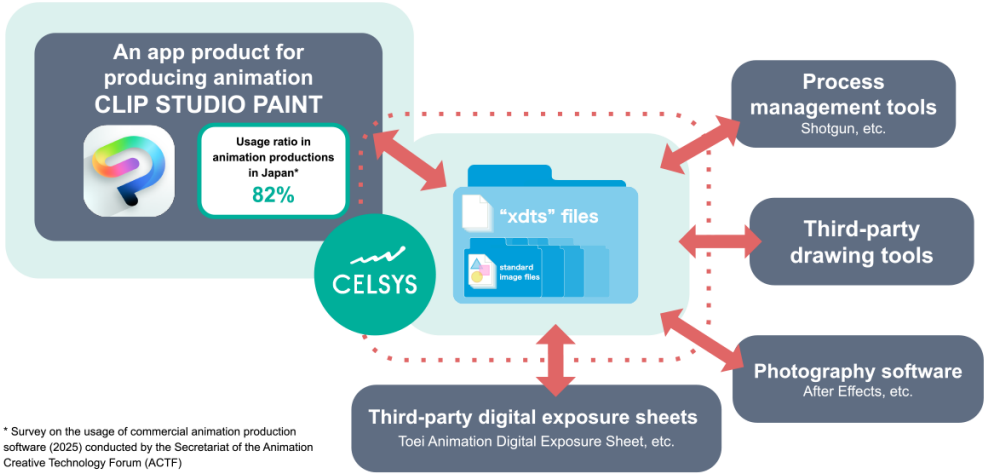
CELSYS

Support the animation industry by providing a general-purpose format for animation production

<Background of proposing the general-purpose format>
- Work is divided in animation production sites.
- Different tools are used among companies and processes, prohibiting smooth data integration.

Support efficient production processes across the animation industry with the standard format made available by CELSYS

Data integration achieved by "xdts," the general-purpose format for animation production



* Survey on the usage of commercial animation production software (2025) conducted by the Secretariat of the Animation Creative Technology Forum (ACTF)

"xdts": A file format that supports exchange of information on exposure sheets, documents used to manage how and when to move drawings, as digital data

Reference Material: Hear from CLIP STUDIO PAINT Users by Industry

Illustrator

NEW

The Assets materials are so helpful for me, particularly the detailed pattern textures and brushes that allow me to save time while still producing higher-quality results. They're very convenient because manually drawing sparkly, irregular shapes, which I usually use for finishing touches, takes a long time. When I find a brush that creates a texture I never would have thought of on my own, it's exciting and inspires me to make the most of trying new ways to express myself.

(From En Morikura x "SOUSAISHOJOTEIEN" Interview)



© KOTOBUKIYA

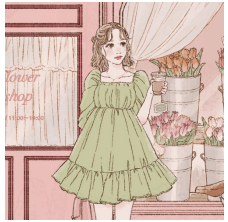
En Morikura

Illustrator

NEW

After buying an iPad for work, I was looking for a good drawing app when I came across CLIP STUDIO PAINT. The wide variety of brushes, and the smooth drawing experience...! It's become such an essential app for me that I feel like I can't draw without CLIP STUDIO PAINT anymore.

(From a comment about using CLIP STUDIO PAINT)



© yayoi

yayoi

Comic Artist

NEW

After my friend recommended that I switch to a completely digital workflow, the barrier to drawing manga has dropped dramatically. I don't need rough drafts! I don't need erasers! One-click fills! I only have respect for traditional techniques, but some people like me find the barrier to entry too high to draw manga with those techniques. I only use basic features like layers, text, and fill tools in CLIP STUDIO PAINT, but I can still create my manga. It's thanks to these that I became a manga artist. Thank you, Clip Studio.

(From a comment about using CLIP STUDIO PAINT)



© Yajima/KADOKAWA

Yajima

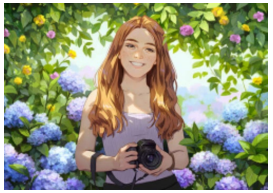
(Work: *Neko Oji: Salaryman reincarnated as a kitten!*)

Illustrator (Overseas)

NEW

All of the features and the entire user interface are well thought out, can be customized to any artist's individual needs, and allow for an easy and intuitive entry into the program. My favorite feature is the 3D character models, which are easy to position, light, and adjust in proportion.

(From Overseas Artists' CLIP STUDIO PAINT Testimonials)



© Djamila Knopf

Djamila Knopf

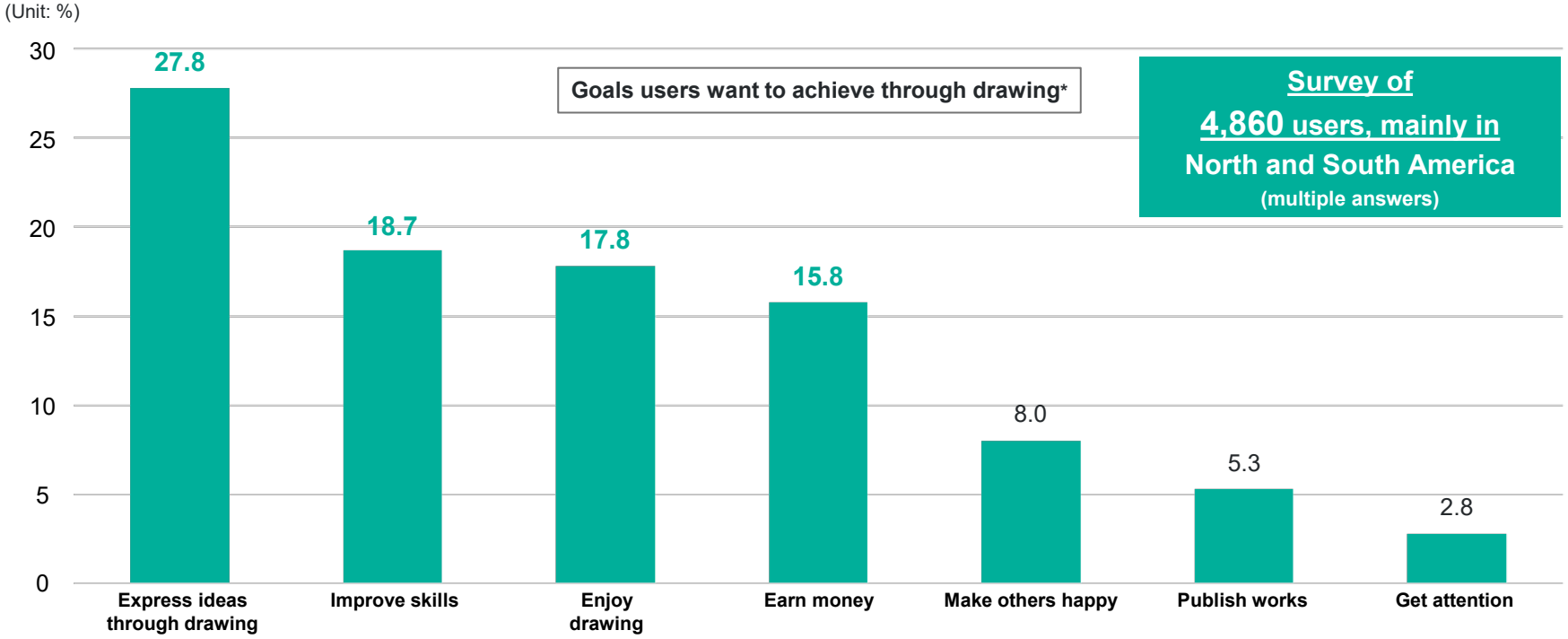
(Germany)

Excerpts from CLIP STUDIO PAINT case studies, interviews, comments on social media, etc.

Reference Material: Creative Purposes and Goals of CLIP STUDIO PAINT Users

CELSYS

Users find value in the "creative experience," such as "enjoying drawing," "feeling their skills improve," and "expressing and presenting their creations" (P.25).
There are also a certain number of users who "want to earn money through creation" [approx. 16%] (P.49).



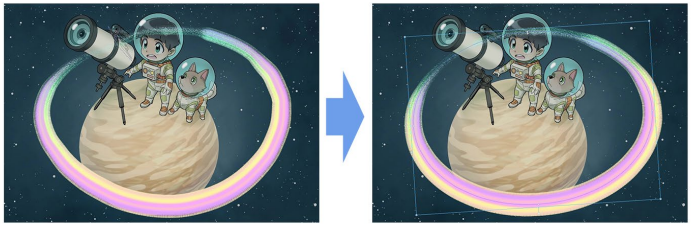
* Partial excerpt from the results of the "User Survey 2026: North America/South America" conducted by the Company

Reference Material: Key details of Major version upgrade (Ver. 5.0)

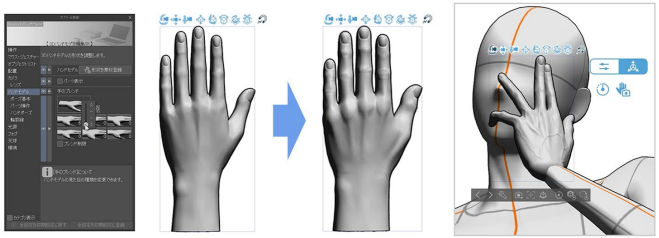
CELSYS

Further enhanced drawing and 3D-related functions

Smart Shape: Help draw smooth curves and well-balanced figures intuitively and efficiently



3D Hand Model: Increase drawing quality and speed by using a high-quality three-dimensional model of a hand



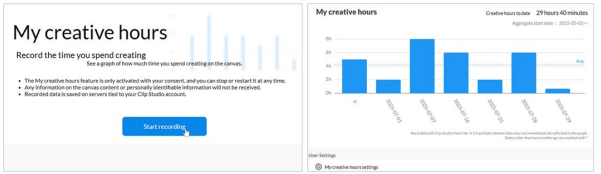
Added functions to the simple mode for young and entry-level users

Animation production function with a simple user interface, which even enables first-time users to produce animations intuitively



Visualize production time

Visualize production time with graphics, which enhances creators' motivation in their daily creative work



We have implemented approximately 400 updates to add and improve functions in the update from Ver. 4.0 to Ver. 5.0

▸ For details about CLIP STUDIO PAINT Ver. 5.0: https://www.clipstudio.net/en/news/202603/11_01/

Reference Material: Other Activity Topics

= Expected impact of the activities

October 2026

CLIP STUDIO PAINT was pre-installed on Samsung's new product (tablet) for worldwide distribution.



CLIP STUDIO PAINT

Increased overseas users

Increased subscription contracts

Strengthened promotion for smartphones and tablets

July to October 2026

CLIP STUDIO PAINT regularly holds illustration and comic contests for creators worldwide as well as coloring contests jointly with other companies.







Increased overseas users

Increased subscription contracts

August 2026

CLIP STUDIO PAINT exhibited at FAN EXPO Canada 2026, a pop culture event in Canada.

FAN EXPO CANADA

CLIP STUDIO PAINT

Increased overseas users

Increased subscription contracts

July 2026

CLIP STUDIO PAINT sponsored Anime Friends 2026 (Brazil), one of the largest anime festivals in South America.

ANIME FRIENDS 26

CLIP STUDIO PAINT

Increased overseas users

Increased subscription contracts

See here for all activities: https://www.celsys.com/en/irinfo_celsysnews/&contents_type=7

Reference Material: Business Impact from External Factors Such As Tariff Measures and Foreign Exchange Fluctuation

CELSYS

■ Impact on business performance from U.S. tariff measures

The majority of the Company's business consists of digital services that do not involve the import or export of physical products and are therefore not subject to tariffs. We have not been directly affected, and there is no expected impact on the financial results forecast.

■ Impact on business performance from foreign exchange fluctuations

In the Company's overseas operations, sales of CLIP STUDIO PAINT are settled in currencies other than Japanese yen, and server usage fees and advertising expenses are also invoiced in foreign currencies. As such, fluctuations in sales and expenses tend to offset each other. As a result, the impact of foreign exchange rate fluctuations on profit is limited, and there is no significant effect on our overall business performance. Additionally, the Company's international transactions are conducted in a variety of currencies, including not only the U.S. dollar but also the euro, Korean won, and others. Therefore, fluctuations in any single currency have minimal impact on our business performance.

Overseas sales

Sales and subscription fees for CLIP STUDIO PAINT settled in currencies other than Japanese yen

- CLIP STUDIO PAINT subscription fees
- CLIP STUDIO PAINT one-time purchase version sales

Overseas expenses

Server usage fees invoiced in currencies other than Japanese yen

- AWS (Amazon Web Services), etc., server usage fees

Advertising expenses invoiced in currencies other than Japanese yen

- Google, Facebook/Instagram, etc., ad placement unit prices

CELSYS

This material is to provide information on the Company's business, management strategy, and financial results, and is not intended to solicit investment in securities issued by the Company. In addition, financial data and company data in this material are produced based on data as of November 6, 2026. The opinions, forecasts, etc. stated in this material are based on judgements of the Company at the time of producing the material, and the accuracy and completeness of the information cannot be guaranteed nor promised, and is subject to change without prior notice in the future.