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Notice Regarding Differences Between Earnings Forecast and Actual Results, and Changes in Reporting Segments

Oricon Inc. hereby announces that there are differences between its earnings forecast for the fiscal year ended March 31, 2025, which was released on May 8, 2024, and the actual results announced today, as detailed below.

Oricon also announces the changes in reporting segments. Details are as follows.

1. Differences between earnings forecast and actual results: Consolidated business performance for the fiscal year ended March 31, 2025 (April 1, 2024 to March 31, 2025)

(Million yen)	Net sales	Operating profit	Ordinary profit	Net income attributable to owners of the parent	Earnings per share (Yen)
Previously announced forecasts (A)	5,200	1,720	1,710	1,170	90.04
Actual results (B)	4,916	1,402	1,400	992	76.42
Change (B-A)	(284)	(318)	(310)	(178)	—
Change (%)	(5.5)	(18.5)	(18.1)	(15.2)	—
(Reference) Actual consolidated results for the previous fiscal year (Fiscal year ended March 31, 2024)	4,800	1,556	1,588	1,055	79.99

Reason for difference

Although the Customer Satisfaction (CS) Research Business achieved year-on-year increases in both revenue and profit, revenue from the News & Media Business fell short of the previous year's results. Furthermore, all shares of the subsidiary that will take over the Mobile Business were

transferred to a company outside our group, resulting in net sales, operating profit, ordinary profit and net income attributable to owners of the parent all falling short of the previous forecast.

2. Changes in reporting segments

In October 2024, following the consolidation of ShinASA Inc. (a company whose fiscal year ends in April) as a consolidated subsidiary, the reporting segments have been changed as follows. In addition to the Oricon Group's previous reportable segments, the "Communication Business," "Data Providing Business," and "Mobile Business," the "Advertising Business" was added as a new reportable segment.

Furthermore, in November 2024, all shares of the subsidiary that will take over the Mobile Business were transferred to a company outside our group, so the Mobile Business will be a reportable segment until the fiscal year ended March 31, 2025. Reporting by the new segments will begin from the three-month period ending June 30, 2025.

[Until the fiscal year ended March 31, 2025]		[From the three-month period ending June 30, 2025]	
Previous Segments		New Segments	
Communication Business		Communication Business	
Data Providing Business		Data Providing Business	
Mobile Business		Advertising Business	
Advertising Business			

Communication Business	Customer Satisfaction (CS) Research Business, News & Media Business
Data Providing Business	Provides marketing data and other information on music software, video software, and books
Advertising Business	Advertising planning and production

Note: The forecasts contained herein are based on information available as of the date of this announcement, and the actual results may differ materially from forecasts due to various factors.