



Results of Operations for the First Half of the Fiscal Year Ended August 31, 2025

April 14, 2025



Agenda

- ▶ **1. 2Q FY8/25 Results of Operations**
- 2. FY8/25 Plan and Shareholder Returns
- 3. Medium-Term Growth Vision
- 4. Appendix

Executive Summary

- We made steady progress both in year-on-year results and the FY25 plan, thanks to the growth of Digital Integration.
- Multiple JA organizations newly decided to introduce Midori Cloud Rakuraku Shukka, which we have continuously invested in.

	Net sales	Operating profit/loss	
FY25 2Q consolidated results	12,295 million yen (YoY +13.6%)	1,365 million yen (YoY +22.0%)	Both net sales and operating profit rose year on year, while we continued advance investments in our services.
Digital Integration	11,843 million yen (YoY +14.2%)	1,399 million yen (YoY +24.8%)	<ul style="list-style-type: none"> • We made steady progress in the utilization of business partners. • The DX domain achieved a strong performance in support for the operation of Salesforce and COMPANY and facilitation of their widespread use.
Midori Cloud	136 million yen (YoY -9.9%)	-49 million yen (YoY -%)	<ul style="list-style-type: none"> • We focused on the introduction of Midori Cloud Rakuraku Shukka at JA organizations as advance investments. • Multiple JA organizations newly decided to introduce the product, with a growing number of JA organizations considering its introduction.
Mechanical Design and Engineering	374 million yen (YoY +5.2%)	4 million yen (YoY -74.4%)	<ul style="list-style-type: none"> • While both the number of projects and engineer utilization rate remained robust, we posted an increase in SG&A expenses, such as hiring and personnel costs.
Adjustment	-59 million yen	10 million yen	
FY25 plan	24,500 million yen	2,550 million yen	Progress rates stood at 50.2% for net sales and 53.5% for operating profit.

Consolidated Financial Results for the Six Months Ended February 28, 2025

- Net sales and operating profit rose by 13.6% and 22.0% year on year, respectively, marking a steady growth.
- We achieved a progress rate of over 50% for the FY25 plan in the first half of the year, both in terms of net sales and operating profit.

	FY24 2Q results	FY25 2Q results	YoY change		FY25 plan	Compared to FY25 plan
			Amount	Rate (%)		Progress (%)
(Millions of yen)						
Net sales	10,825	12,295	+1,470	+13.6	24,500	50.2
Cost of sales	8,136	9,018	+881	+10.8	-	-
Gross profit	2,688	3,277	+588	+21.9	-	-
Selling, general and administrative expenses	1,569	1,912	+342	+21.8	-	-
Operating profit	1,119	1,365	+246	+22.0	2,550	53.5
Ordinary profit	1,125	1,388	+263	+23.4	2,550	54.5
Profit attributable to parent	769	918	+149	+19.4	1,720	53.4

Consolidated Financial Results for the Six Months Ended February 28, 2025 (By Segment)

- In Digital Integration Segment, we successfully expanded the business and generated high added value through the utilization of business partners and achieved growth both in net sales and operating profit while making growth investments.

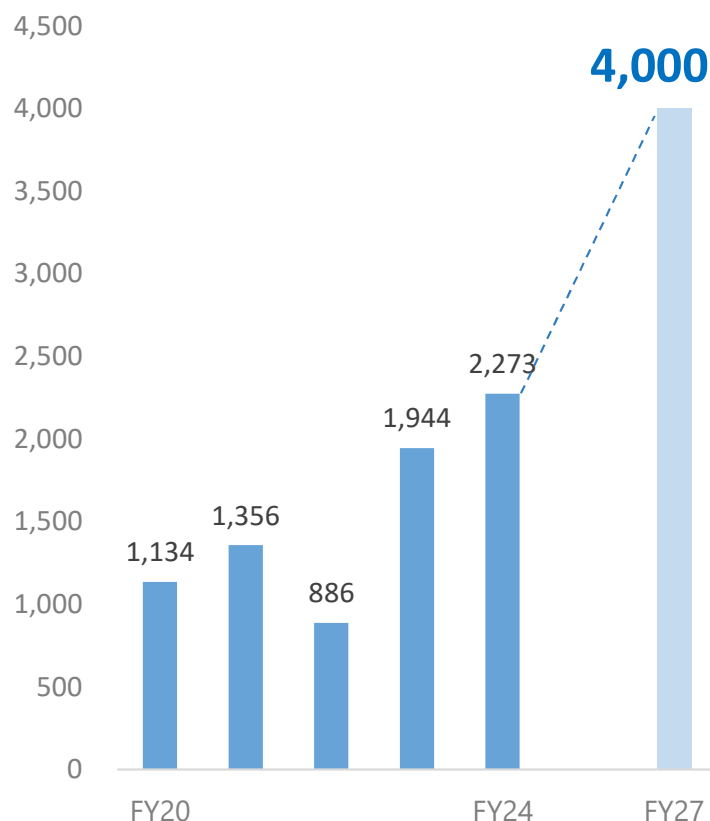
		FY24 2Q results	FY25 2Q results	YoY change	
				Amount	Rate (%)
(Millions of yen)					
Net sales	Total	10,825	12,295	+1,470	+13.6
	Digital Integration	10,366	11,843	+1,477	+14.2
	System Integration	7,205	8,075	+869	+12.1
	Digital Transformation	3,160	3,767	+607	+19.2
	Midori Cloud	151	136	-14	-9.9
	Mechanical Design and Engineering	355	374	+18	+5.2
	Adjustment	-48	-59	-10	-
Segment profit/loss (Operating profit margin)	Total	1,119 (10.3%)	1,365 (11.1%)	+246 (+0.8%)	+22.0
	Digital Integration	1,121 (10.8%)	1,399 (11.8%)	+277 (+1.0%)	+24.8
	Midori Cloud	-28 (-%)	-49 (-%)	-21 (-%)	-
	Mechanical Design and Engineering	17 (4.9%)	4 (1.2%)	-12 (-3.7%)	-74.4
	Adjustment	7 (-%)	10 (-%)	+2 (-%)	+29.5

Progress on the Growth Strategy

- Starting in FY8/24, we have dedicated ourselves to increasing operating profit.
- Multiple JA organizations newly decided to introduce Midori Cloud Rakuraku Shukka, with a growing number of JA organizations considering its introduction.

Medium-Term Growth Vision (operating profit)

(Millions of yen)



Initiatives to realize the Vision

	FY25 2Q	Initiatives
IT personnel platform	Number of partner companies 1,551 companies (YoY +1,089 companies)	<ul style="list-style-type: none"> Focusing on securing partner companies with the aim of business expansion. Build good relations with partner companies by offering projects with favorable conditions and providing training for engineers, among others.
Shift to DX	Ratio of the DX domain to net sales 30.2% (YoY +1.8%)	<ul style="list-style-type: none"> Focus on the expansion of the highly profitable business to operate cloud systems and facilitate their widespread use, whose market is expected to burgeon. Actively engage in the development of highly skilled human resources to meet diverse customer needs and sales activities to acquire projects.
Promotion of quasi-mandate/contracting projects	Ratio of quasi-mandate/contracting projects to orders received 50.7% (YoY +6.2%)	<ul style="list-style-type: none"> Focus on the acquisition of quasi-mandate/contracting projects with high unit prices. Implement proactive sales activities and foster projects managers within the Company with a view to acquiring large-scale projects.

*The number of partner companies refers to that of companies registered on SERAKU Partner Platform.

Agenda

1. 2Q FY8/25 Results of Operations
- ▶ 2. **FY8/25 Plan and Shareholder Returns**
3. Medium-Term Growth Vision
4. Appendix

Consolidated Earnings Plan for FY8/25

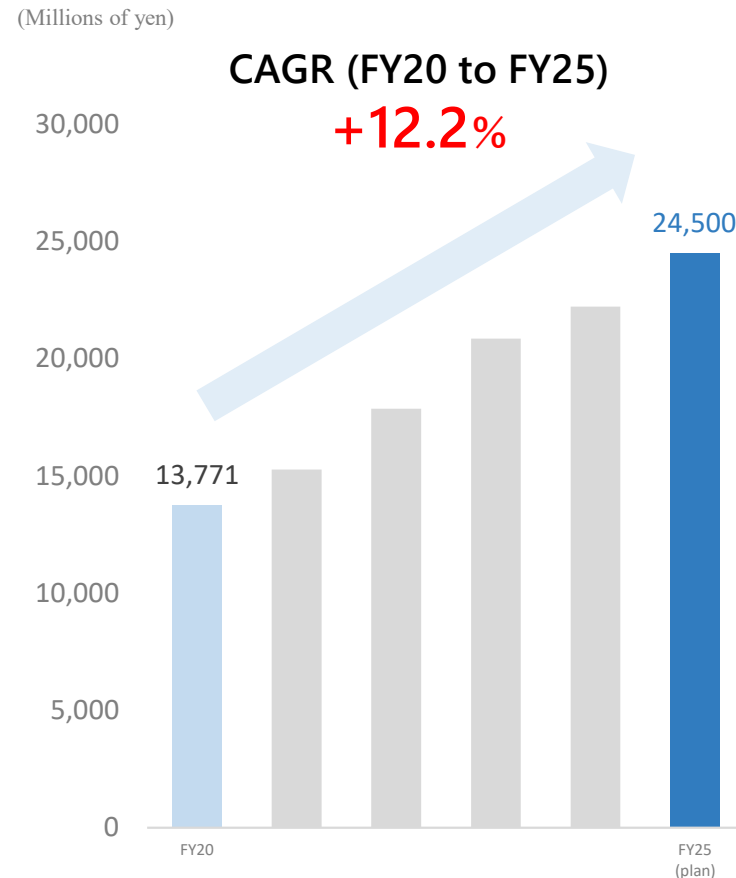
- We will aim for a 10.3% growth in net sales and a 12.1% growth in operating profit.

FY25 plan

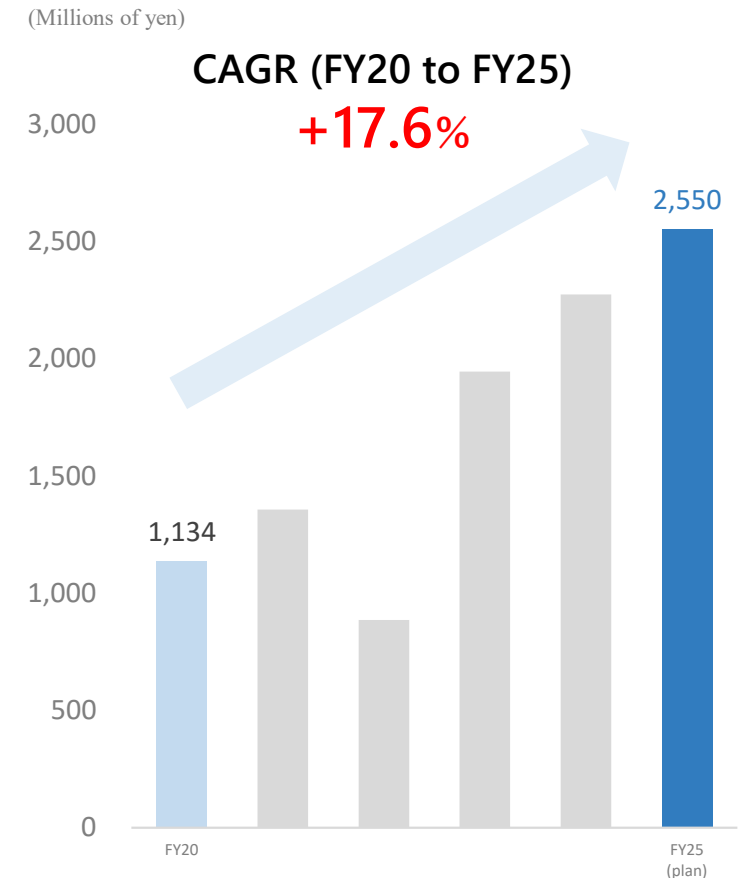
Net sales
24,500
million yen
(YoY+10.3%)

Operating profit
2,550
million yen
(YoY+12.1%)

Net sales



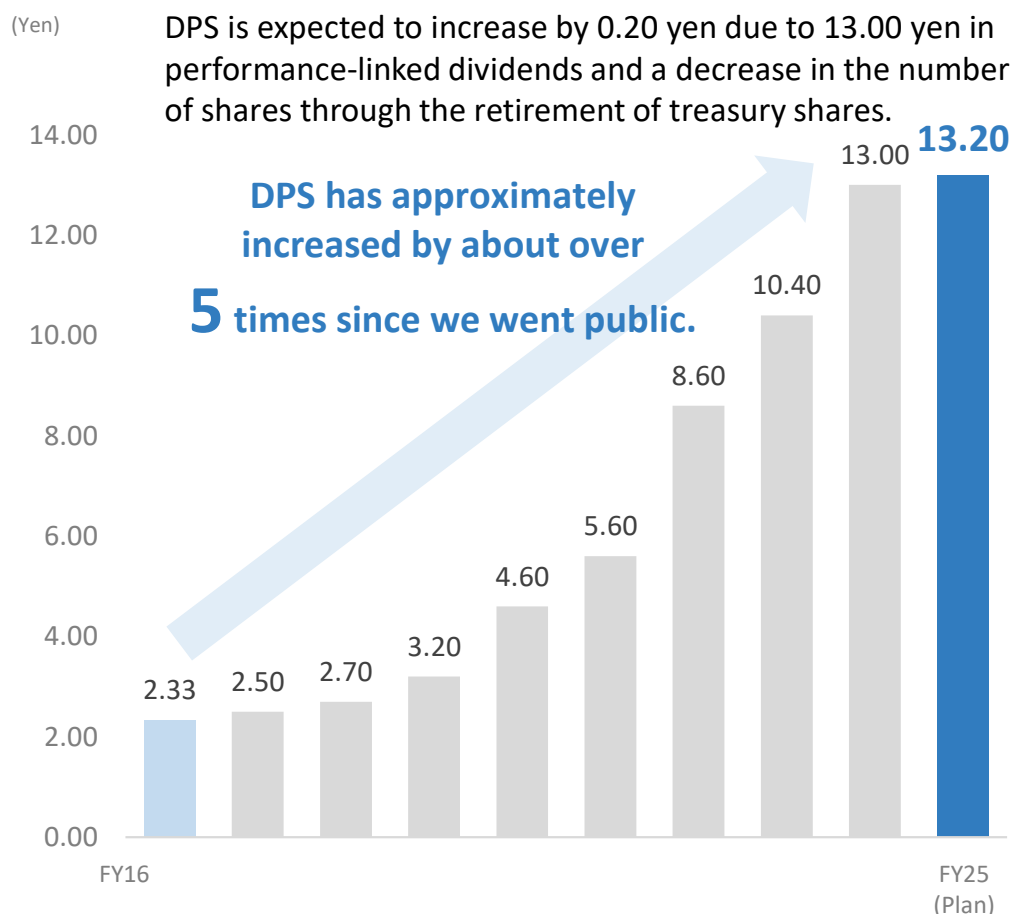
Operating profit



Dividends and Dialogue with Investors

- DPS for FY25 is expected to increase due to performance-linked dividends and the retirement of treasury shares.
- We will continuously return profits to our shareholders through the acquisition of treasury shares and expand opportunities to hold dialogue with individual investors.

Changes in DPS (dividend per share)



Dialogue with investors

Institutional investors	<ul style="list-style-type: none"> Financial results meeting (full-year results) IR meetings (quarterly results)
Individual investors	<ul style="list-style-type: none"> IR seminars for individual investors (monthly) <p>*We held seminars for the following companies in 2Q: Dec. 2024: Link Corporate Communications Inc. Jan. 2025: SBI Securities Co., Ltd. Feb. 2025: Logmi, Inc.</p>
Content of dialogue	<ul style="list-style-type: none"> Business content (competitive strengths, business models) Growth strategy (growth vision, M&As, progress in investments) Capital policy (shareholder returns)

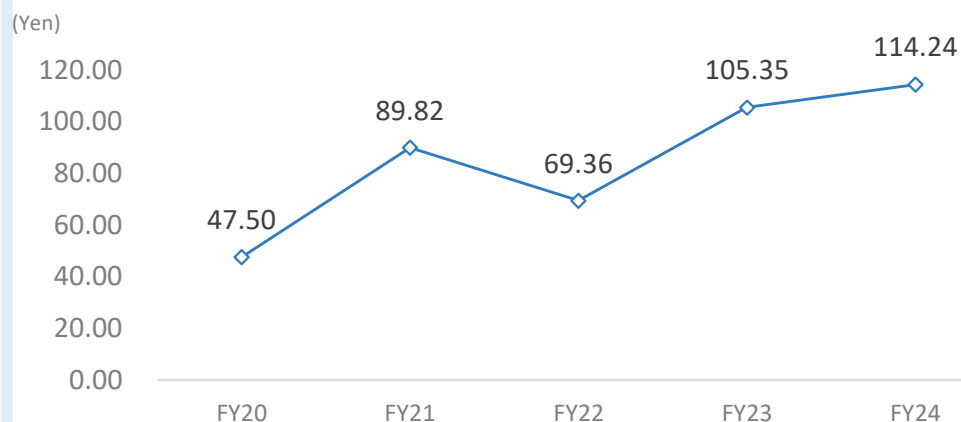
*On March 1, 2017, SERAKU conducted a four-for-one stock split of common stock, and per-share dividend amounts are listed based on figures after adjustments to reflect the stock split.

Acquisition and Retirement of Treasury Shares

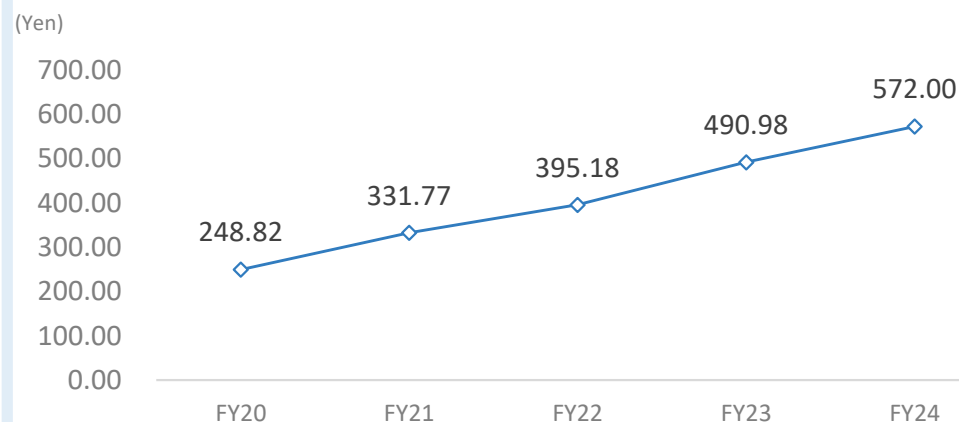
- EPS and BPS grew for FY24 due to the acquisition and retirement of treasury shares.
- We will continue to focus on shareholder returns in FY25 by carrying out the acquisition of treasury shares.

	Purpose	Period	Number of shares	Total amount	Progress
Acquisition	<ul style="list-style-type: none"> Profit return to shareholders Implementation of a flexible capital policy Utilization in M&As Utilization in incentive plans 	Results From November 16, 2023 to June 26, 2024	330,100 shares	399,971,100 yen	Completed
		Plan From August 9, 2024 to July 31, 2025	Up to 400,000 shares (231,800 shares acquired)	Up to 400,000,000 yen (288,438,600 yen spent)	In progress
Retirement	-	August 20, 2024	165,000 shares	-	Completed

Changes in EPS (earnings per share)



Changes in BPS (book-value per share)

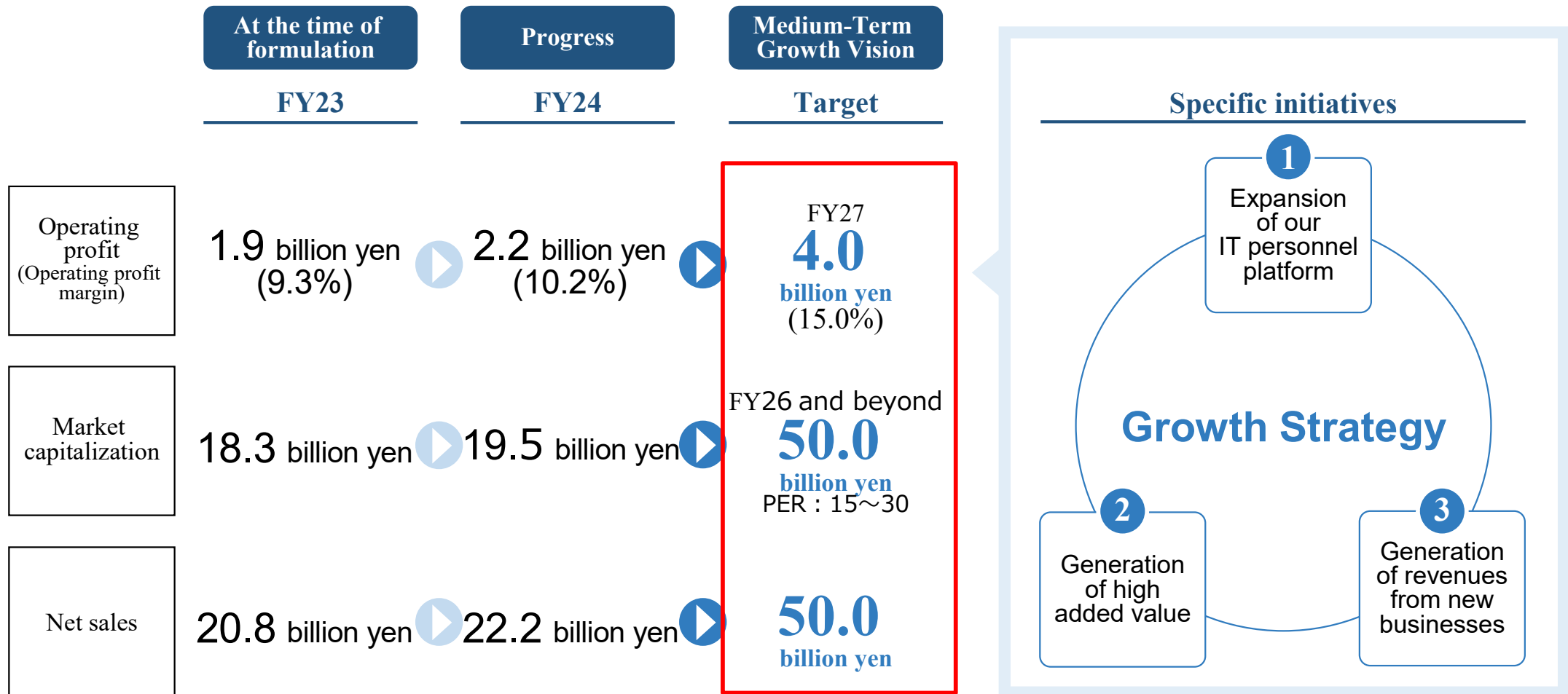


Agenda

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2. FY8/25 Plan and Shareholder Returns
- ▶ 3. **Medium-Term Growth Vision**
4. Appendix

Medium-Term Growth Vision

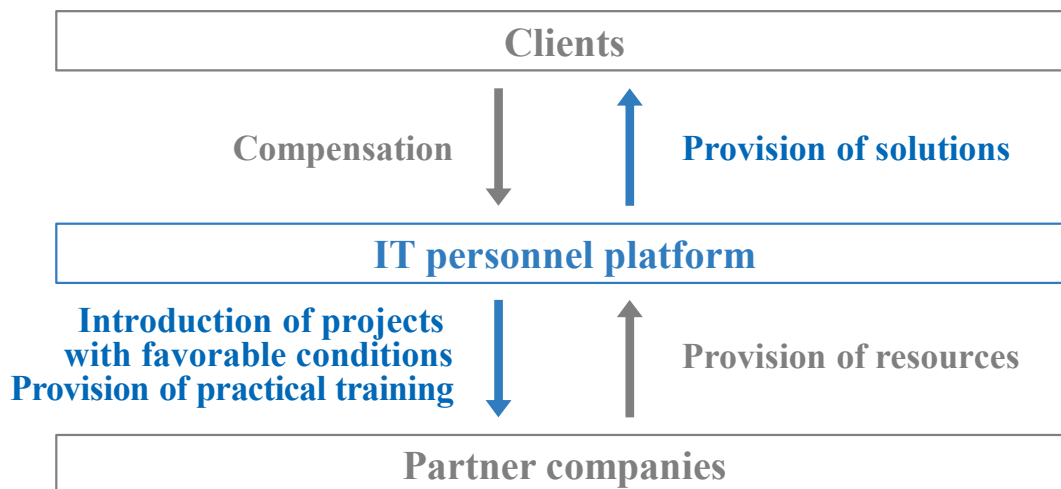
- We set targets for operating profit ,market capitalization, and net sales in FY23.
- For the time being, we have been working on increasing operating profit as a priority.



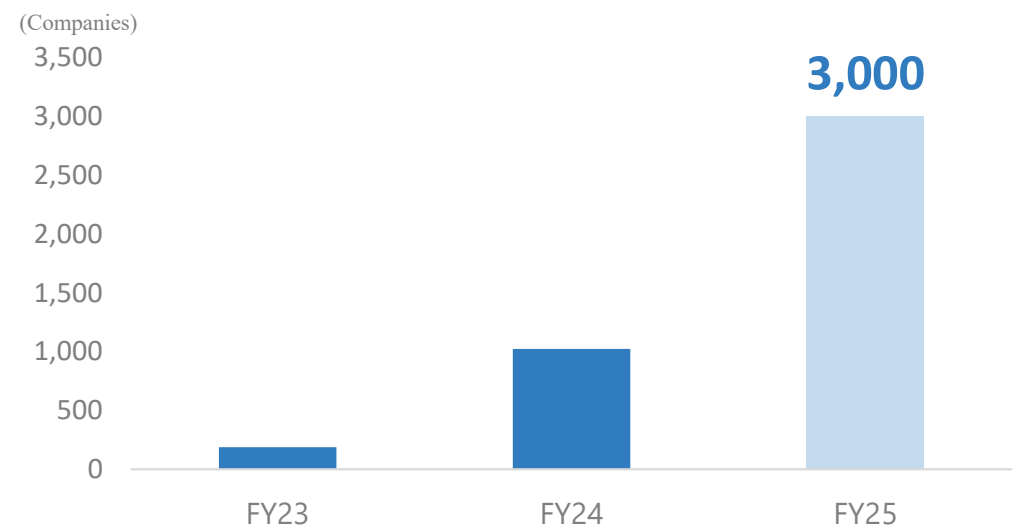
Growth Strategy (1): Expansion of Our IT Personnel Platform

- We have set the number of partner companies as an important indicator for the time being with a view to expanding our platform.
- We will focus on the expansion of foundations for future growth by increasing the number of assignments of engineers belonging to partner companies.

Outline



Changes in the number of partner companies



How the utilization of our IT personnel platform will benefit us

- Make it possible to receive orders for projects in which the resources of in-house engineers are not sufficient enough to handle by utilizing external resources.
- Contribute to the curbing of SG&A expenses as neither hiring costs nor education costs for inexperienced employees are necessary, unlike in the case of hiring in-house engineers.

*Figures refer to the number of companies registered on SERAKU Partner Platform at the end of each quarter.

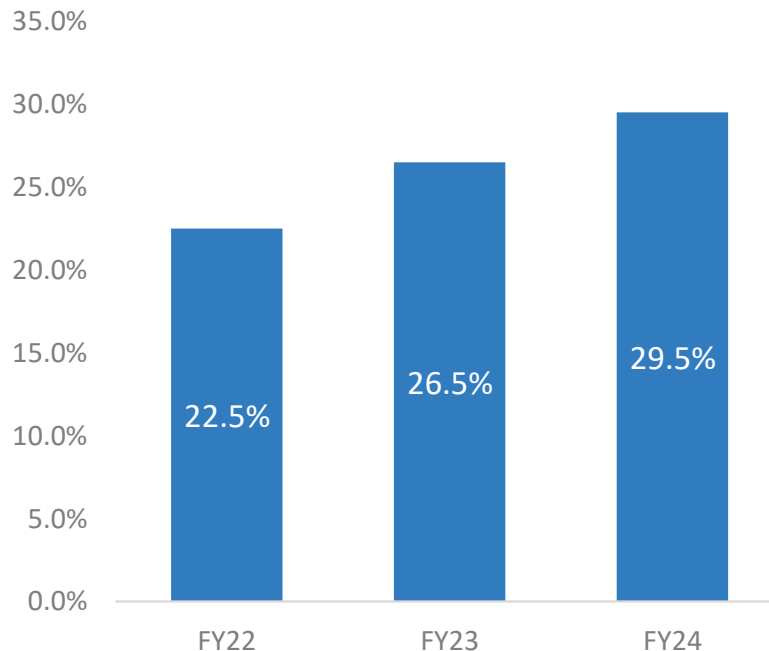
Growth Strategy (2): Generation of High Added Value

- We will focus on the acquisition of highly profitable projects by promoting shift to DX, as well as contracting/quasi-mandate projects.
- Both measures are progressing well, and we will continue to advance the generation of high added value.

Shift to DX

Focus on the expansion of the highly profitable business to operate cloud systems and facilitate their widespread use, whose market is expected to grow, with the aim of improving a company-wide profitability.

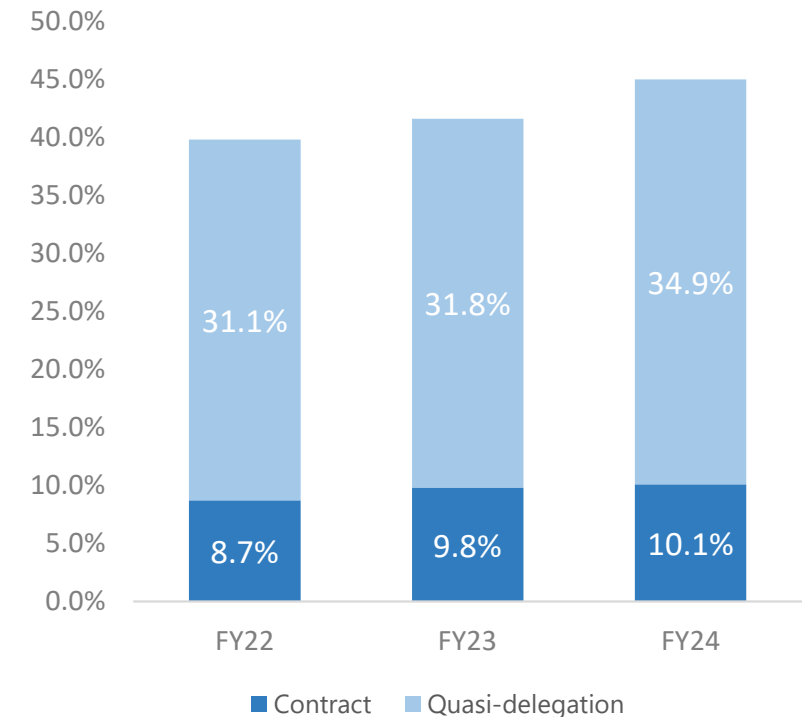
The sales percentage in the DX domain



Promotion of quasi-mandate/contracting projects

Focus on the acquisition of quasi-mandate/contracting projects with high unit prices.

Orders received by contract type



Outline

Composition ratio

Growth Strategy (3): Generation of Revenues from New Businesses

- Midori Cloud Rakuraku Shukka has become a highly profitable business model, and we focus on sales activities thereof.
- With regard to NewtonX, we changed the direction of the service, in response to changing market environments.

Midori Cloud Rakuraku Shukka

NewtonX

Service
summary

System to save labor by promoting digitization of counting as well as making and writing documents in collection and shipment by pasting and reading labels

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Revenue model

Initial introduction cost + (number of distribution labels × unit price)

-

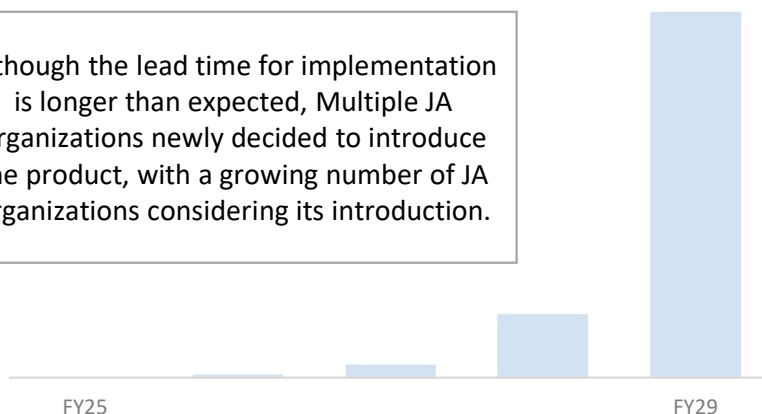
Short- to
medium-term
growth targets

Focus on the introduction at JA organizations with a view to increase the number of distribution labels.

No. of distribution labels
(Ten thousands of labels)

Although the lead time for implementation is longer than expected, Multiple JA organizations newly decided to introduce the product, with a growing number of JA organizations considering its introduction.

7,000



Changed the direction of the service, in response to a fiercer-than-expected competition environment due to a large number of similar services

Before
the
change

Provision of a system for corporate clients to utilize ChatGPT safely and securely

After
the
change

Provision of added value of AI utilization in existing services, through collaboration with other services such as Salesforce

Our Market Approaches

- With a focus on the utilization of information technologies, we deploy businesses that contribute to the solution of social issues.
- We have made early inroads in areas with high growth potential and established our unique position.

Market

Social issues

Outline

IT personnel shortage	<ul style="list-style-type: none"> Up to approximately 800,000 IT personnel will be in short supply in Japan by 2030. Number of IT personnel supplied by new graduates remains at up to 64,000 annually.
Cloud migration of IT systems	<ul style="list-style-type: none"> Establishment of cloud-based corporate IT systems is under way. Annual market growth of 25% around the world
Improvement in agricultural productivity	<ul style="list-style-type: none"> Farming population has kept declining. With many inefficient tasks remaining, improving productivity poses a challenge.
Business utilization of generative AI	<ul style="list-style-type: none"> AI-driven productivity improvements and AI-powered operations are under way. The market size has continued to expand by over 50% per year on average.

SERAKU Co., Ltd.

Solutions

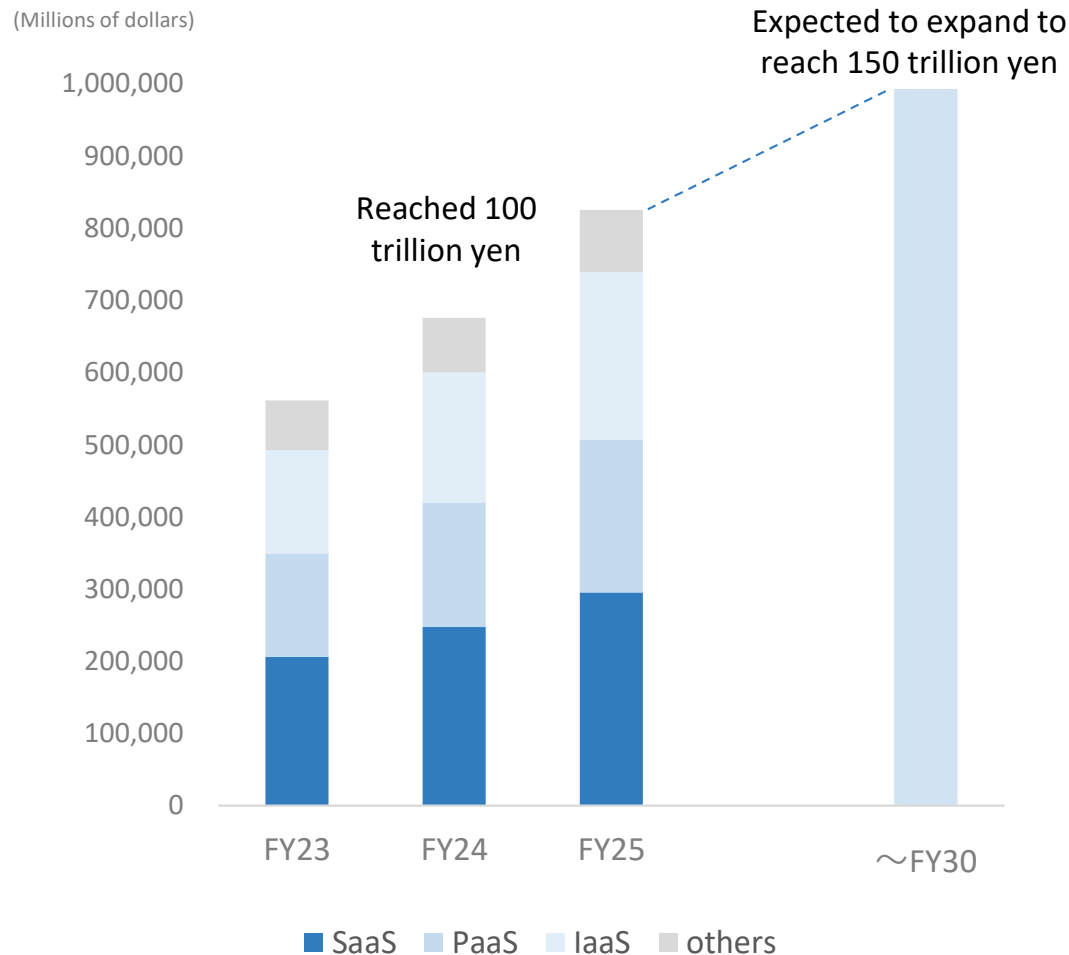
Characteristics

SI domain	<ul style="list-style-type: none"> Foster IT personnel within the Company and have established a mechanism to enable them to play an active role for a long time. Can cover a wide range of projects from upstream to downstream projects.
DX domain	<ul style="list-style-type: none"> Accumulated know-how thanks to our early entry into the customer success field. Received certification from Salesforce and WHI and collaborated with major system integrators.
Midori Cloud	<ul style="list-style-type: none"> Make productivity improvements through environmental monitoring and automatic control. Save labor by utilizing QR codes in collection and shipping operations.
NewtonX	<ul style="list-style-type: none"> Possess know-how on customer successes we accumulated within the Company. Boast high security features such as the prevention of information leaks and retraining.

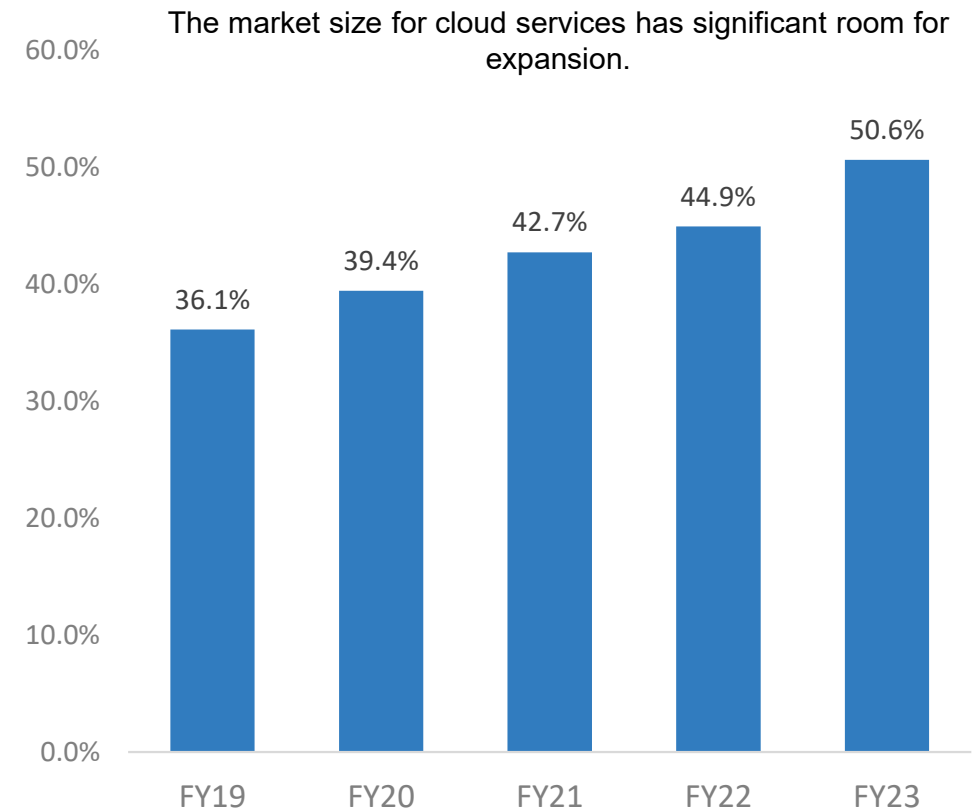
Growth Potential in the DX Domain

- The cloud market is expected to continuously expand due to the establishment of cloud-based corporate IT systems and greater utilization of generative AI.
- We will focus on expanding our business in the growing market, centering on “customer success.”

Worldwide public cloud services end-user spending forecast



The percentage of companies utilizing cloud services across the entire organization



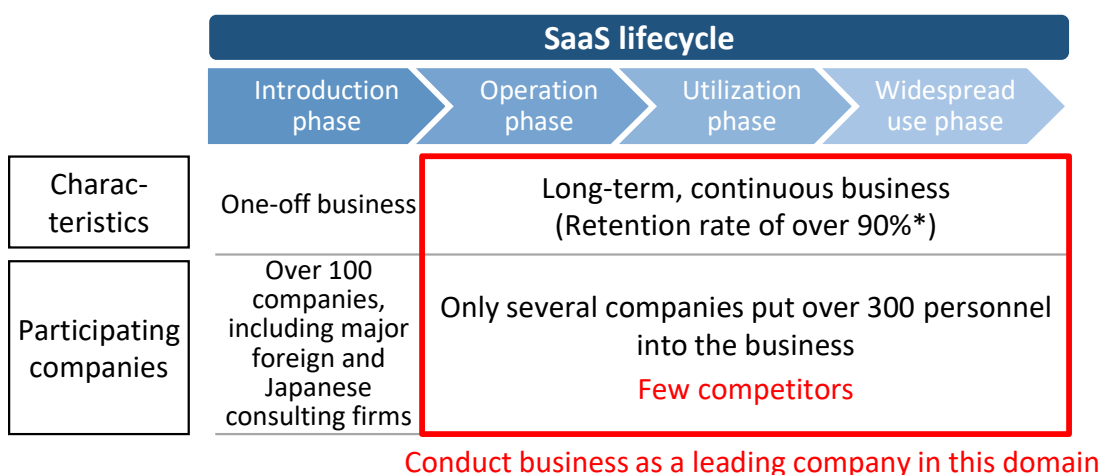
* ("Public Cloud Services Market Forecast" by Gartner, Inc.)

* Ministry of Internal Affairs and Communications "2024 Edition WHITE PAPER Information and Communications in Japan"

Growth Potential of DX Domain

- We have achieved a high growth rate and high profitability as a leading company in the customer success business.
- We aim for business expansion through the horizontal deployment of our know-how on operation of high-potential SaaS products and on facilitation of their widespread use.

Market for supporting the operation of Salesforce



Our strengths

- ✓ Alliance with Salesforce
- ✓ Transactions focused on enterprise companies.
- ✓ Support for marketing sophistication through "SFA + marketing + data utilization"



Seraku CCC, which mainly covers Salesforce, has **achieved a high growth rate and high profitability.**

(Reference) YoY growth rate for FY24 and profitability

Net sales: +63%; operating profit: +73%; operating profit margin: 14.2%

* The retention rate is based on our results, which include cases where we have continued transactions for over a decade at the longest.



Growth potential of the customer success business

Main domain	Our support lineup	Product support under consideration
CRM	Sales Cloud	Microsoft Dynamics 365
Key system	COMPANY	SAP S/4HANA
Marketing	Pardot, Marketing Cloud	HubSpot
Personnel management	COMPANY	Workday HCM
Business process	ServiceNow, intra-mart	-
Other	Tableau, MuleSoft	Microsoft Power BI

Aim for business expansion through the horizontal deployment of our know-how on operation of SaaS products with many users and huge needs in the customer success domain, and on facilitation of their widespread use

Target Markets and Growth Scenarios for Midori Cloud

- We focus on business expansion in the domain of digitalization of collection and shipment at present.
- With an eye on service and market expansion based on existing services, we see a high growth potential.

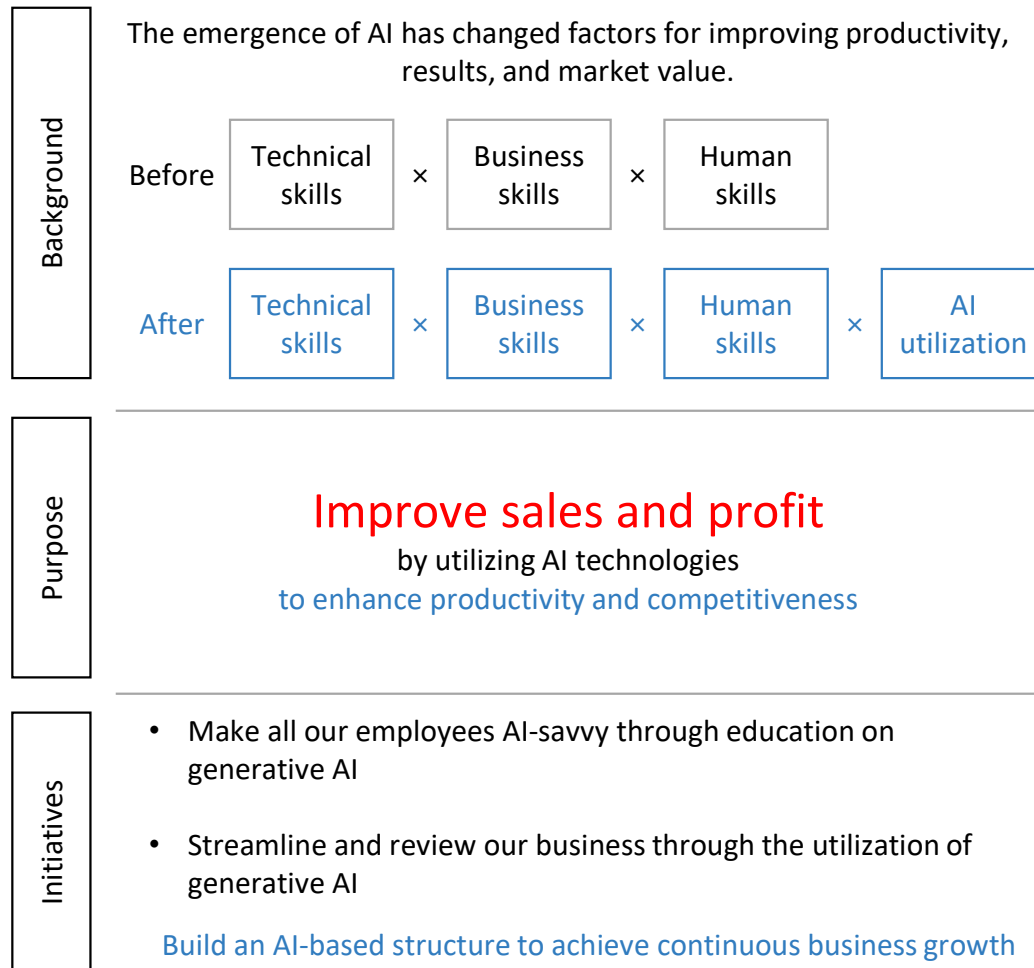
Growth image	Domain	Services offered	Target markets	Deployment of existing services	Future applicability
Step 3	Digitalization of food distribution	-	Domestic food distribution amount About 90 trillion yen <small>Data on domestic food distribution amount by Ministry of Agriculture, Forestry and Fisheries (MAFF)</small>	-	<ul style="list-style-type: none"> • Apply the technology to recording of entry/exit of pallets and containers into/from a warehouse • Utilize production/distribution data
Step 2	Current focus Digitalization of collection and shipment		Domestic agricultural output (excluding livestock) About 6 trillion yen Costs for collection and shipment* included in the output About 0.7 trillion yen <small>Calculated based on MAFF's 2022 Total Agricultural Output and MAFF's Statistical Yearbook</small>	<ul style="list-style-type: none"> • Aim to issue 70 million labels in FY29 • Conduct marketing targeting 506 JA organizations across the country 	<ul style="list-style-type: none"> • Apply the technology to collection and shipment in fisheries, etc. (domestic fishery output: about 1.5 trillion yen) • Expand into overseas markets
We are here Step 1	Agricultural production platform		Agricultural producers Individuals: 900,000; Corporations, etc.: 33,000 <small>Results of MAFF's 2023 Survey on Movement of Agricultural Structure</small>	<ul style="list-style-type: none"> • Improve functions in response to an increasing number of users and their needs 	<ul style="list-style-type: none"> • Provide service to accumulate agrochemical use data

*Costs for collection and shipment consist of those for selection and packing labors, packaging and packing materials, and other costs related to collection and shipment.

AI Utilization Initiatives

- We will work on AI SHIFT (utilization of AI technologies) (scheduled for completion in August 2026).
- By doing so, we will aim for improved sales and profit as well as continuous business growth.

AI SHIFT overview



Steps to realize AI SHIFT

	Phase 1 Build & operate Feb. 2025 to Aug. 2025	Phase 2 Operate & improve Sep. 2025 to Feb. 2026	Phase 3 Generate & improve results Mar. 2026 to Aug. 2026
HR development	Establish a development and certification system	Complete development and certification	Strengthen development contents by utilizing knowledge
Organizational capabilities	Build a knowledge database	Accumulate data in the knowledge database	Utilize the knowledge database
Result generation	Utilize generative AI to draw up scenarios to improve revenues	Utilize generative AI to build a record of improved revenues	Utilize generative AI to improve sales and profit

In progress

Divided activities to realize AI SHIFT into three phases and established milestones for each phase

Currently identifying target tasks and promoting the establishment of an in-house education structure and the use of generative AI in existing operations



M&A Policy

- We will seek co-creative M&As with companies that are highly compatible with us.
- We will actively consider a project with favorable conditions, so that we can achieve discontinuous business expansion.

	Technical domain	Purpose
Our targets	System development	<ul style="list-style-type: none"> To obtain personnel in the development domain
	IT infrastructure	<ul style="list-style-type: none"> To obtain network engineers and server engineers
	Cloud service	<ul style="list-style-type: none"> To obtain personnel with advanced skills and to gain services in relation to Salesforce, COMPANY, and other relevant cloud services
	Other	<ul style="list-style-type: none"> To obtain personnel with advanced skills and to gain services in relation to agricultural IT and AI

Priority items in examining M&A projects	<ul style="list-style-type: none"> Continuous engagement by management Sympathy with corporate philosophy and culture Synergy among sales, recruiting, and training capabilities Proper price
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Seek co-creative M&As to create new value by leveraging mutual strengths and to grow together

	Recent cases	
Company name	 AND Think Corporation	 MIND CO., LTD.
Location	Nagoya City, Aichi Prefecture	Kawasaki City, Kanagawa Prefecture
Business	Contracted system development	System development (intra-mart)
Expected impact	<ul style="list-style-type: none"> Generate high added value through participation in large-scale projects and upstream processes in business system development that we are engaged in Expand business by tapping into our recruiting capability, sales capability, and customer base 	<ul style="list-style-type: none"> Develop a structure that can offer customers integrated services from initial introduction, not limited to customer success support we excel in Expand business by tapping into our recruiting capability, sales capability, and customer base

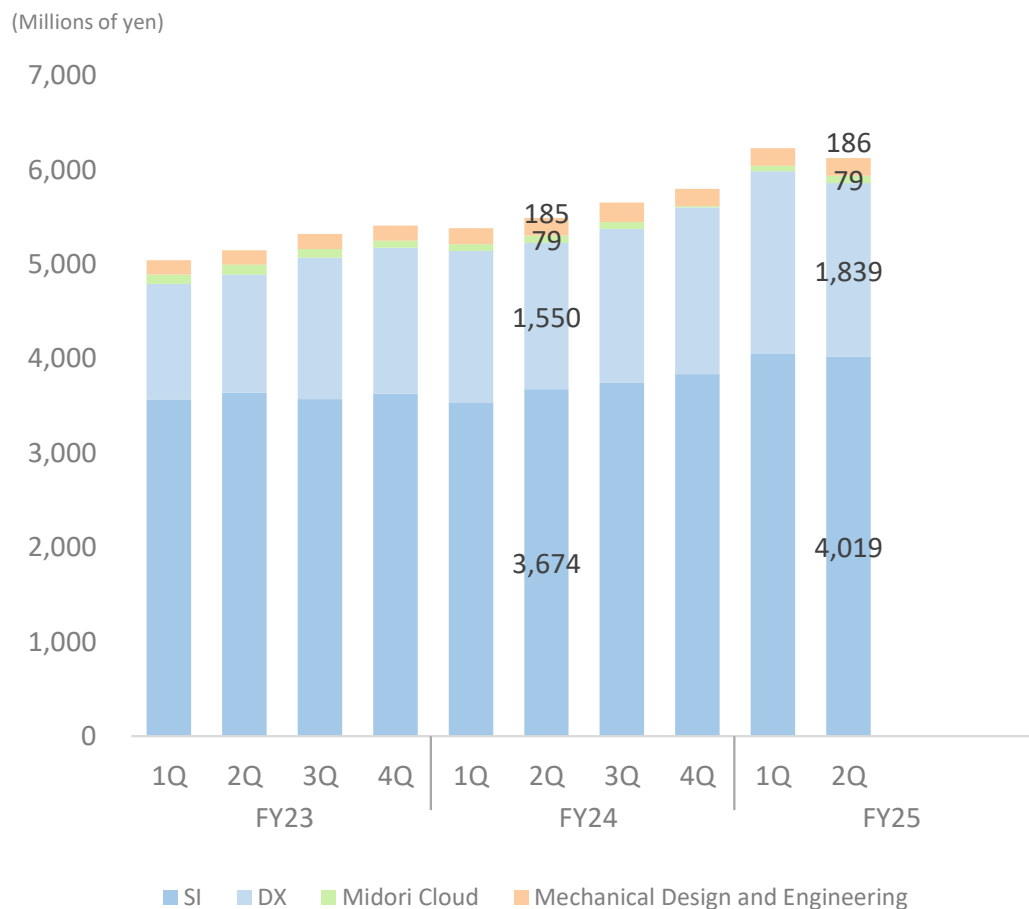
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- ▶ 4. **Appendix**

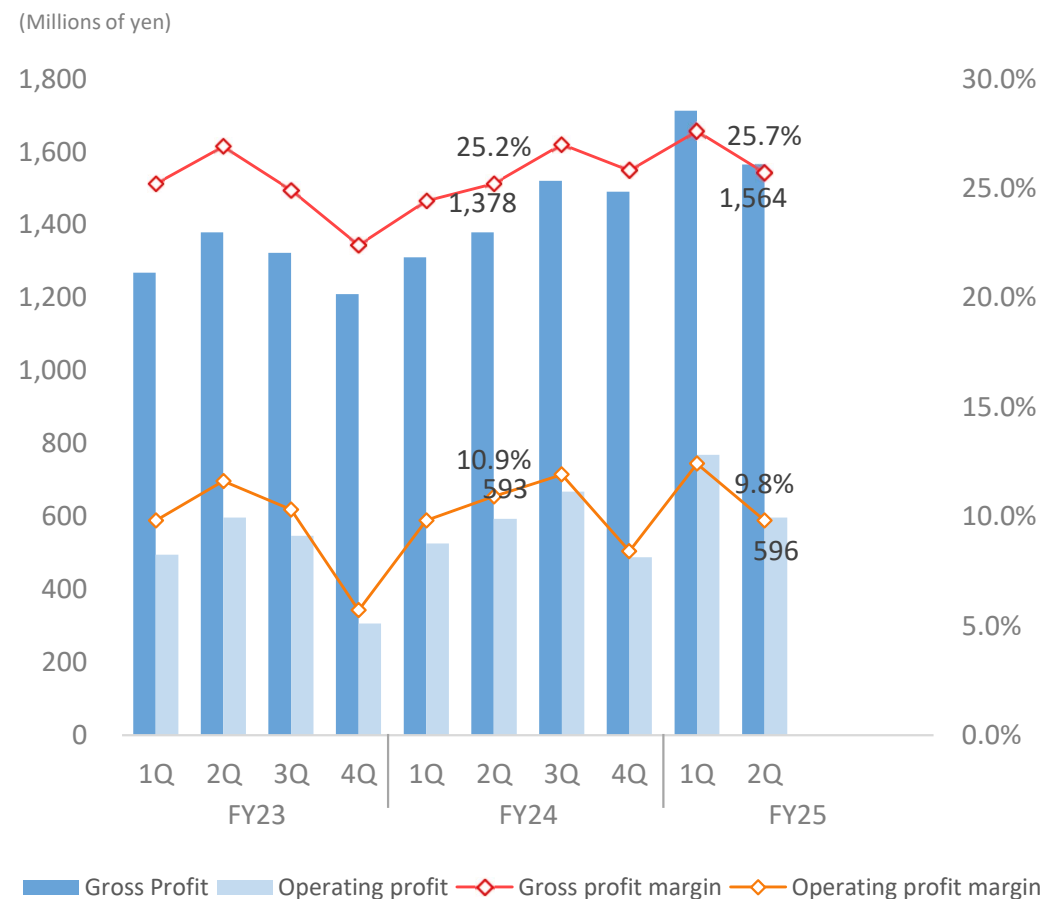
Consolidated Quarterly Earnings Growth

- Net sales are on a steady growth path, thanks to the company-wide growth led by DI Segment.
- The growth of the highly profitable DX domain and generation of high added value led to a year-on-year increase in gross profit margin.

Net sales by solution



Gross/operating profit (margin)

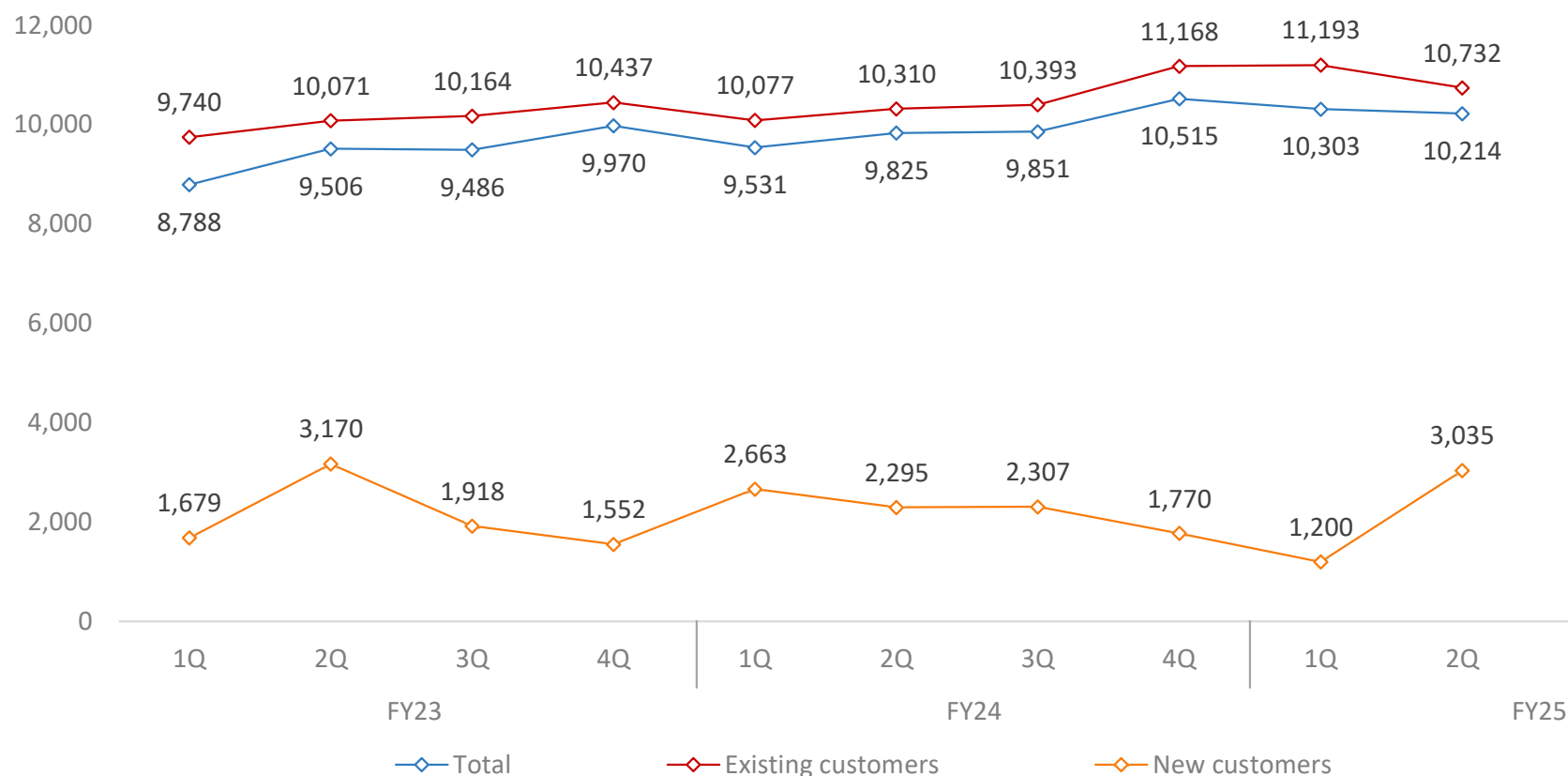


*Digital Integration Segment consists of SI and DX

Changes in Average Unit Prices for Customers (Orders Received)

- While the average unit price of existing customers fell from the previous quarter due to the completion of a large-scale one-off project, the average unit price excluding the project rose.

(Thousands of yen)

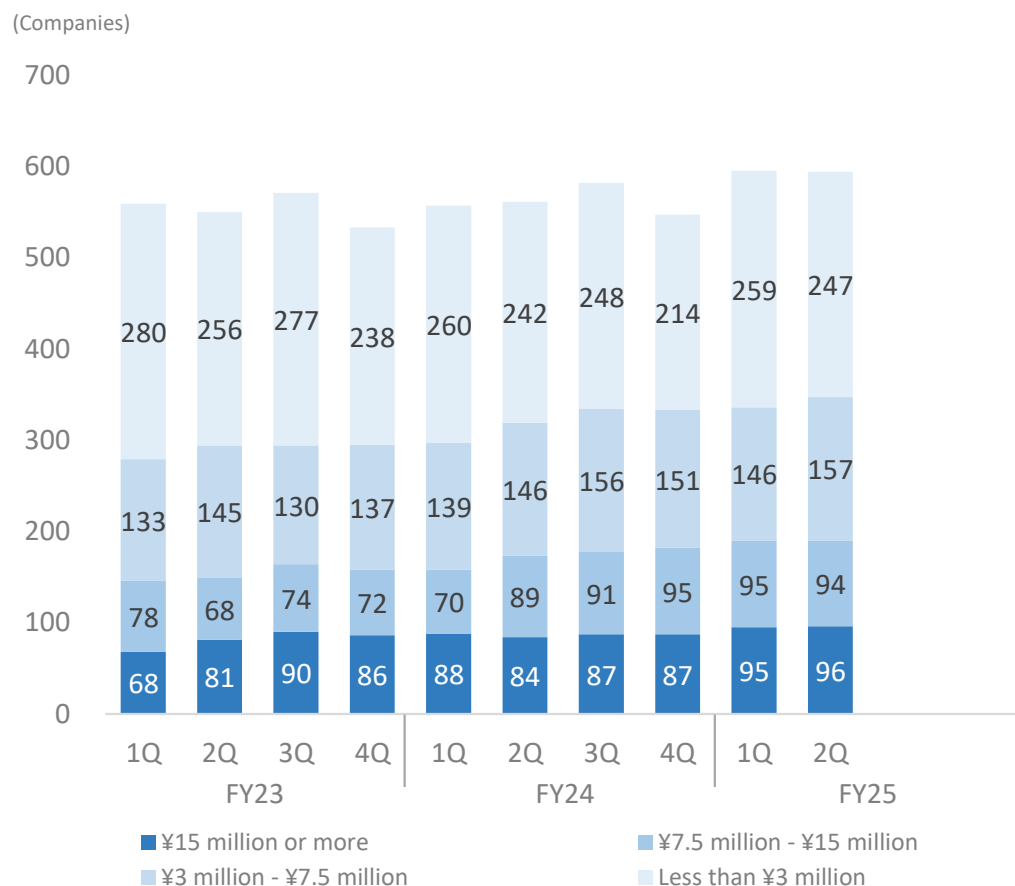


*The average unit prices are calculated after excluding orders received for our products. *Calculated by regarding customers that we had transactions with over the past year as existing customers.

Changes in the Number of Customers from Which We Received Orders

- While the number of customers remained flat from the previous quarter, the ratio of customers with a high order unit price rose.

Total



Changes in the number of customers from the previous quarter

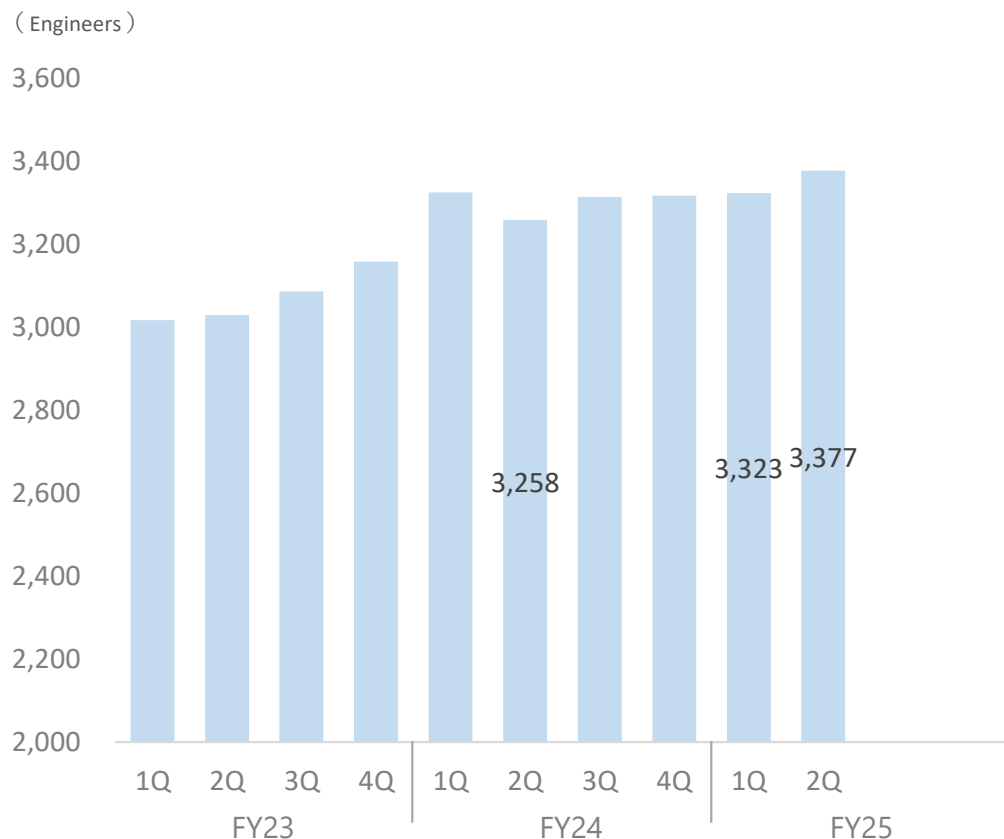
		FY25 1Q	FY25 2Q	Difference
Total		595	594	-1
FY25 1Q customers	Less than ¥3 million	259	201	-58
	¥3 million - ¥7.5 million	146	153	+7
	¥7.5 million - ¥15 million	95	93	-2
	¥15 million or more	95	94	-1
FY25 2Q new customers		-	53	+53

*The breakdown of the amount is classified by order amount.

Changes in the Number of Engineers and Engineer Utilization Rate

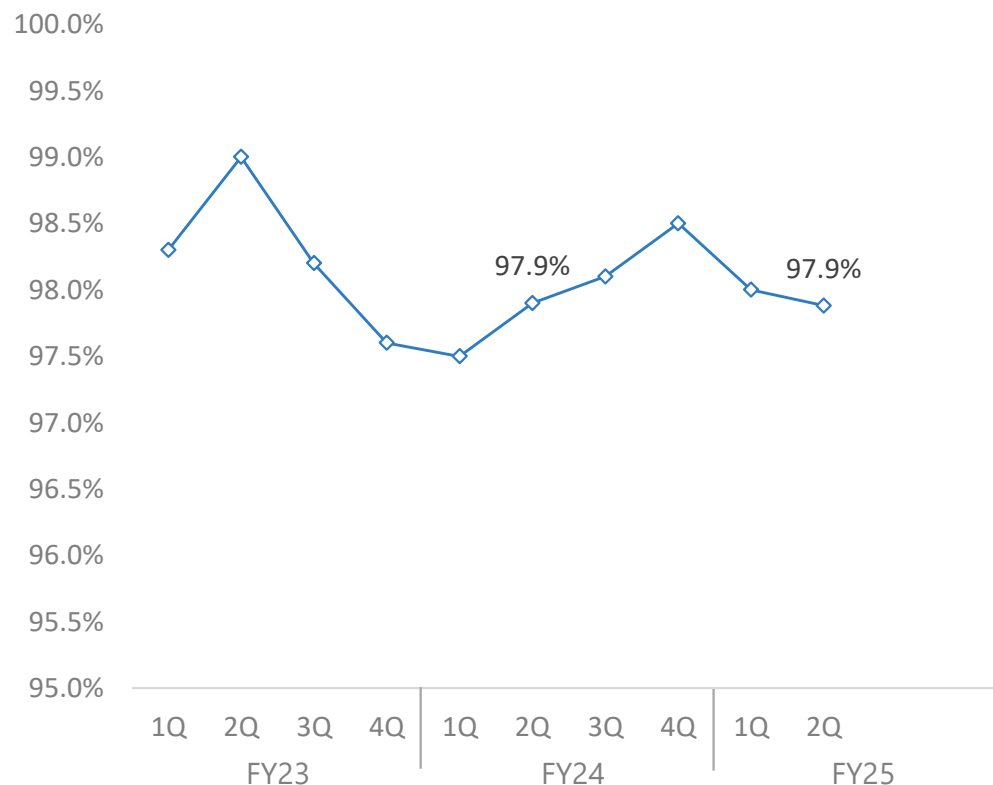
- The number of engineers remained flat.
- The engineer utilization rate remained stably high, in spite of slight fluctuations at the timing of switching one project to another.

Number of engineers



*The number of engineers for FY24 and beyond is calculated by combining in-house engineers and working partner engineers.

Engineer utilization rate



*In-house engineers excluding initial trainees are covered in the calculation of the utilization rate.

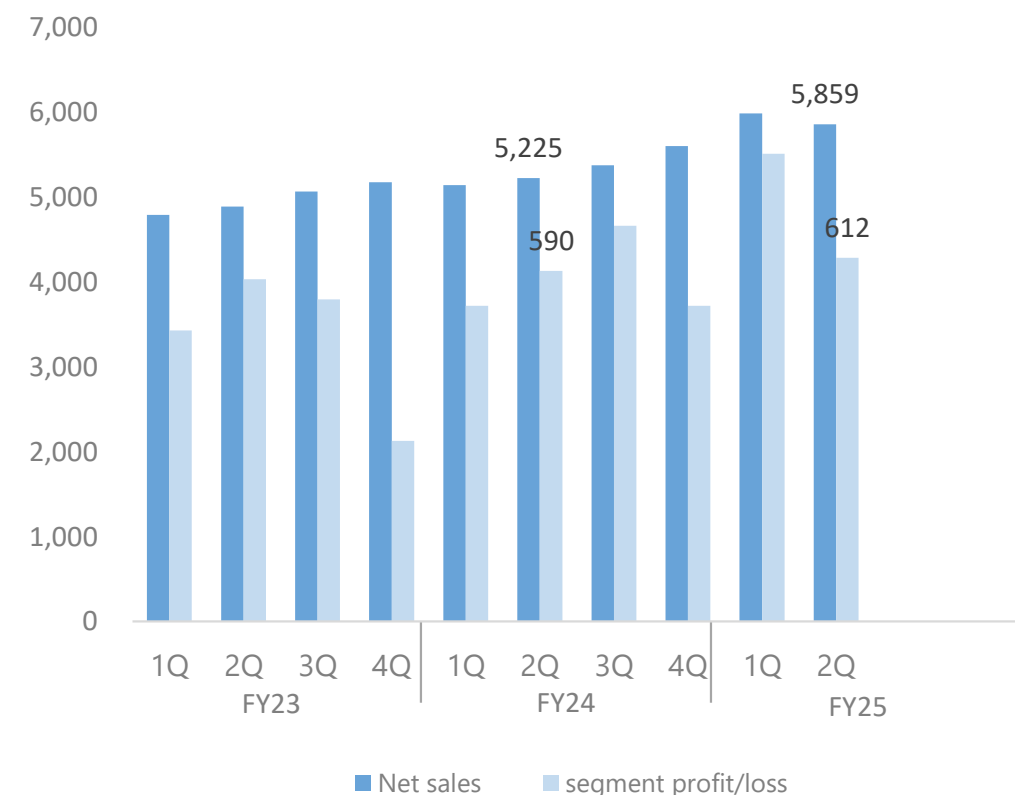
Business Performance by Segment: Digital Integration

- Both net sales and operating profit rose thanks to an improvement in added value in the SI domain, the growth of the highly profitable DX domain, and the promotion of the utilization of business partners.

Earnings growth

(Millions of yen)

Net sales



2Q net sales
5,859
million yen
(YoY +12.1%)

2Q segment
profit/loss
612 million yen
(YoY +3.8%)

Segment profit
margin
10.5%
(YoY -0.8%)

Profit/loss

Results of operations

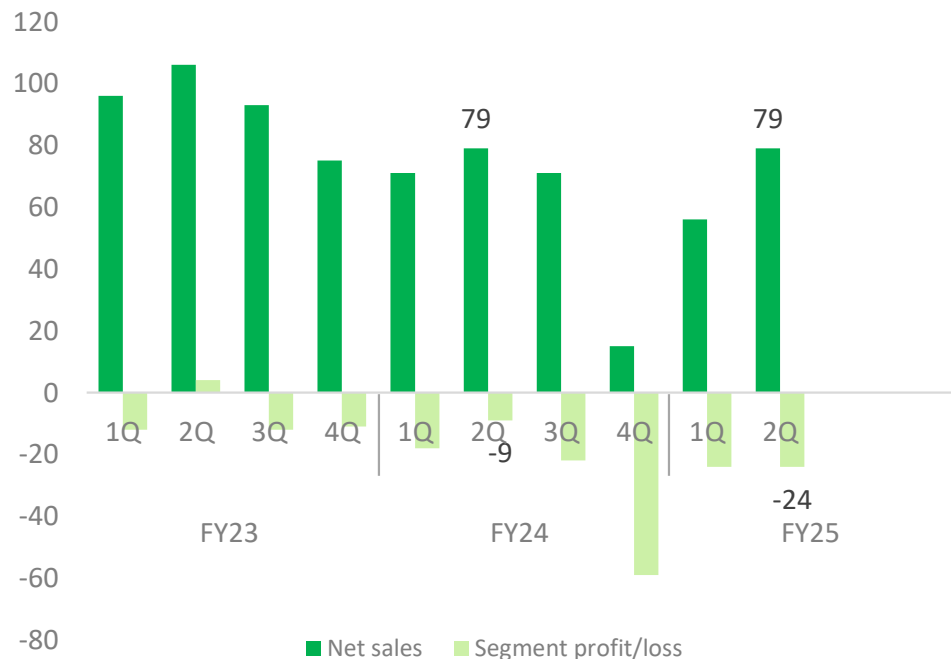
- Net sales rose year on year due to: improved added value supported by enhanced services in the SI domain as a result of fostering engineers; robust performance in support for the operation of Salesforce and COMPANY and facilitation of their widespread use in the DX domain; and an expanded business scale enabled by the utilization of business partners.
- Although segment profit margin fell from the previous year, an increase in net sales led to a year-on-year growth in segment profit.
- Despite a year-on-year fall in segment profit margin due to an increase in SG&A expenses, such as hiring costs, successful generation of high added value led to a rise in gross profit margin.

Business Performance by Segment: Midori Cloud

- We focused on expanding sales of Midori Cloud Rakuraku Shukka as advance investments.
- Multiple JA organizations newly decided to introduce the product, with a growing number of JA organizations considering its introduction.

Earnings growth

(Millions of yen)



2Q net sales
79 million yen
(YoY +0.1%)

2Q segment
profit/loss
-24 million yen
(YoY -%)

Segment profit
margin
-%
(YoY -%)

Results of operations

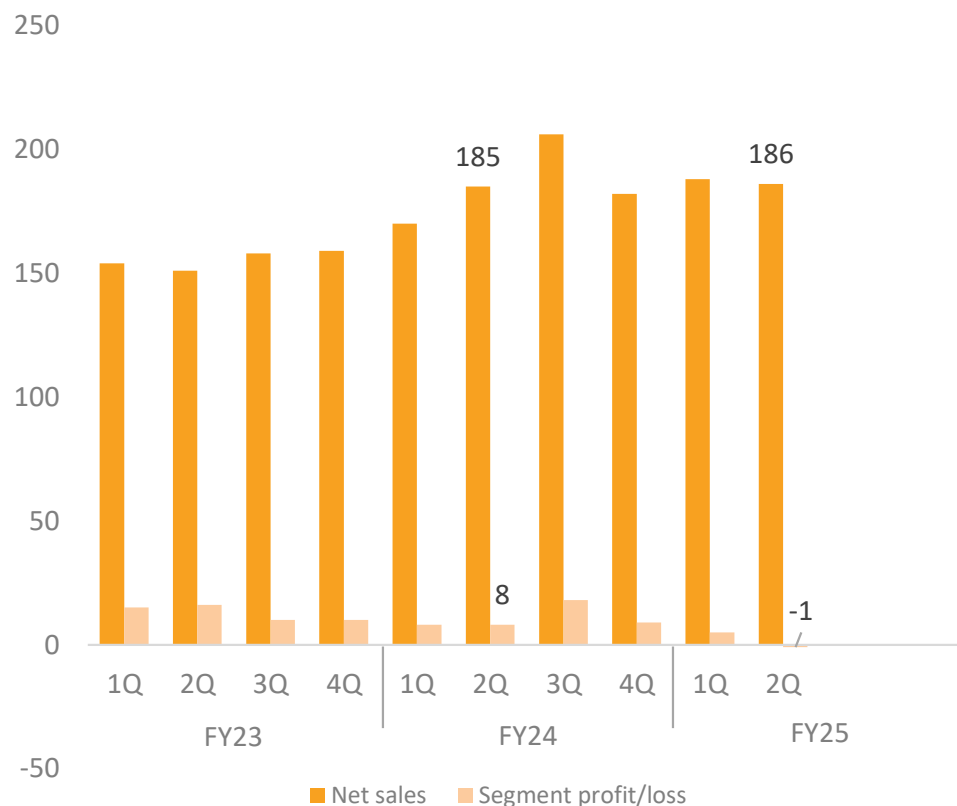
- Although net sales remained flat from the previous year, segment loss expanded year on year, due to increased costs associated with sales activities for Midori Cloud Rakuraku Shukka.
- Multiple JA organizations newly decided to introduce Midori Cloud Rakuraku Shukka, thanks to our aggressive sales activities targeting JA.
- Introduction trials are under way/under consideration at multiple JA organizations, and we will continue to focus our efforts so that more JA organizations will adopt the product.
- We recorded subsidy income associated with the introduction of Midori Cloud Rakuraku Shukka as non-operating income.

Business Performance by Segment: Mechanical Design and Engineering

- While both project acquisition efforts and the engineer utilization rate remained robust, we posted an increase in SG&A expenses, such as personnel costs.

Earnings growth

(Millions of yen)



2Q net sales
186 million yen
(YoY +0.5%)

2Q segment
profit/loss
-1 million yen
(YoY -%)

Segment profit
margin
-%
(YoY -%)

Results of operations

- Net sales largely remained flat year on year, thanks to the robust performance in terms of the number of projects and the engineer utilization rate.
- We recorded a segment loss due to an increase in SG&A expenses, such as personnel costs.

Company Overview



Management Philosophy

- Strive to be a consistently-developing company
- Take on change
- Contribute to the world and its people
- Pursue happiness for employees

Management Policy

Create and foster businesses through IT education/training services and contribute to the advancement of society.

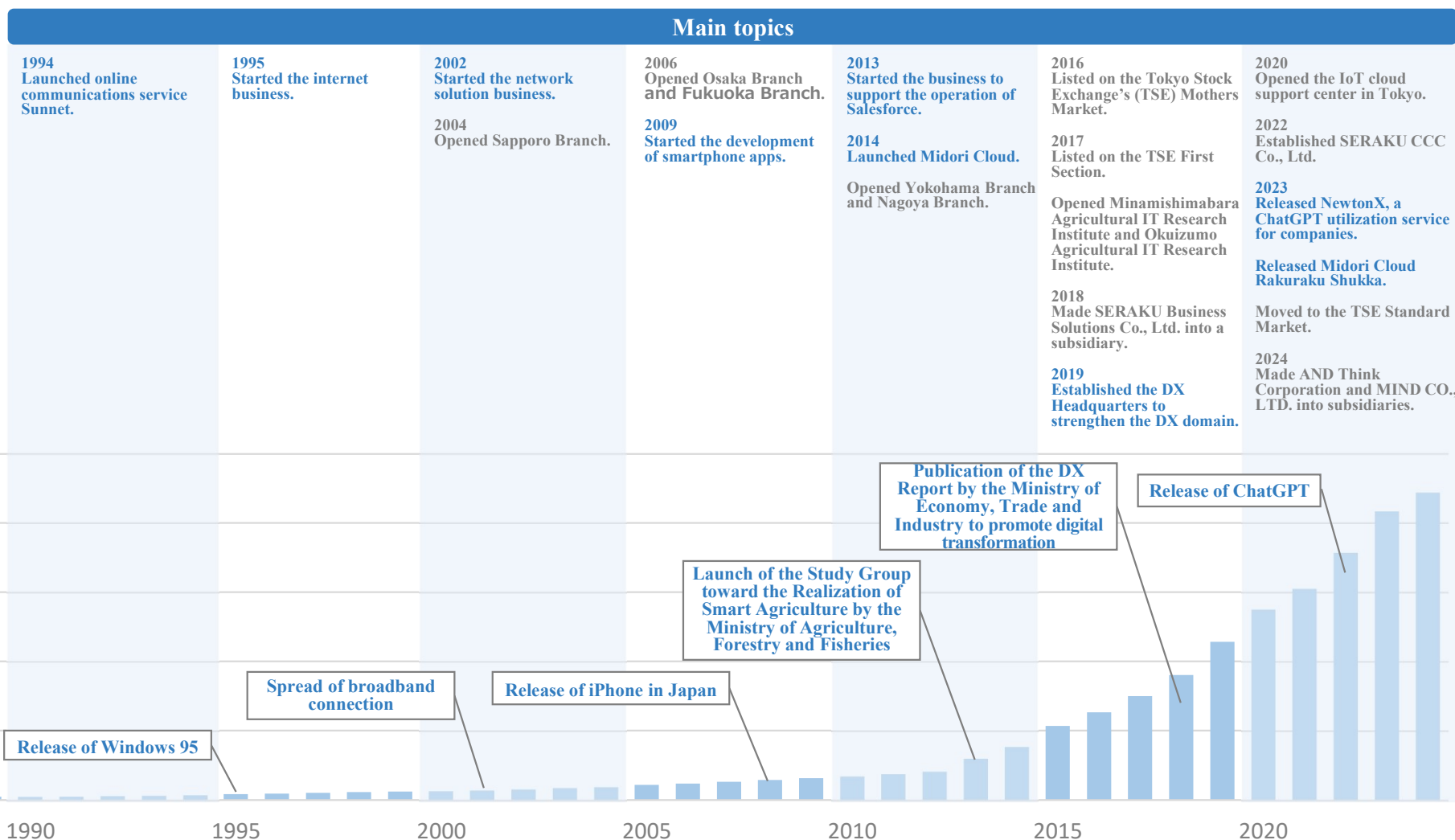
Course of Action

Be a group that values the creation and continued realization of new products, services, and mechanisms.

Company name	SERAKU Co., Ltd.
Established	December 1987
Representative	Tatsumi Miyazaki, Representative Director
Capital	311,725 thousand yen (as of February 28, 2025)
Employees	3,357 on a consolidated basis (as of February 28, 2025)
Location	Nishishinjuku Prime Square Bldg. 7-5-25 Nishishinjuku, Shinjuku-ku, Tokyo
Group companies	SERAKU CCC Co., Ltd. (wholly owned subsidiary) SERAKU Business Solutions Co., Ltd. (wholly owned subsidiary) AND Think Corporation (wholly owned subsidiary) MIND CO., LTD. (wholly owned subsidiary)
Market	Tokyo Stock Exchange, Standard Market (stock code 6199)

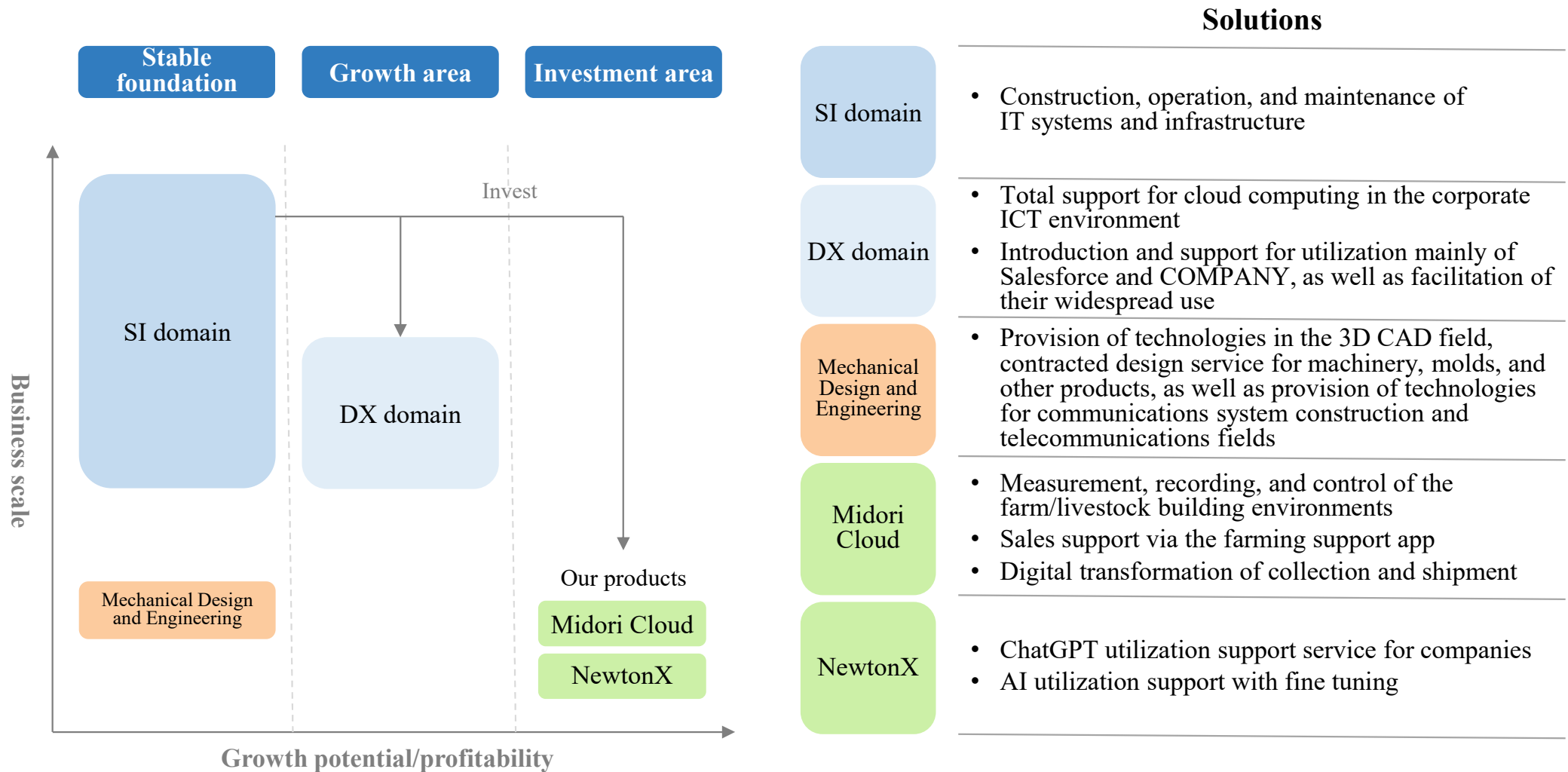
History

- With a focus on the utilization of information technologies, we started the early development of businesses that respond to social trends and established our unique position, resulting in steady growth of the scale of our business operations.



Our Business

- We build on the SI domain, which is expected to generate stable earnings, and make active investments in the DX domain and our products.
- We will continue investments in areas with high growth potential, aiming to expand our business over the medium to long term.



Our Business: SI Domain

- We offer one-stop services that include IT infrastructure construction, operation, and maintenance.
- The domain is less subject to changes in the external environment and has steadily grown as the revenue base of our Company.

Solution overview



■ Design, construction, and operation of IT infrastructure
Based on the construction and stable operation of social and corporate IT infrastructure bases, we offer IT design support that covers the latest networks, IoT, and security.



■ Security managed services
We offer security solutions, including firewalls and unified threat management (UTM), hacking detection and defense systems, website tampering detection, and email security.



■ Quality assurance services
We utilize standardized test methods to offer efficient and high-quality software test services.



■ IT outsourcing
Our highly skilled engineers provide total support in response to the resource shortage of corporate IT personnel, including network construction, IT device management, and security incident response, among others.

Business characteristics

Continuity

IT systems require continuous operation; therefore, once we receive orders for the systems, they will contribute to our performance for a long time.

Stability

Demand remains stable, even in the event of sudden changes in the external environment, such as the global financial crisis, the Great East Japan Earthquake, and the COVID-19 pandemic.

Competitive strengths

- Cover a wide range of projects, including operation and maintenance projects and those requiring a high degree of expertise.
- Handle projects working as a subcontractor for large projects of major system integrators or receive orders from prime contractors.
- Have created an environment to provide training for constructing and operating IT infrastructure in an environment and under conditions equivalent to actual projects.

Our Business: DX Domain

- We offer support for the operation of mainly cloud systems with high growth potential and facilitation of their widespread use.
- In supporting for the operation of Salesforce and facilitation of its widespread use, we will differentiate ourselves with support for enhancing sales capabilities, with system utilization as the starting point.

Our main services

Competitive strengths

Support for operation and facilitation of widespread use

Customer/business management systems



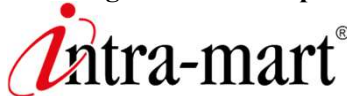
Salesforce Japan Co., Ltd.
FY24 net sales growth rate: +18.8%

Personnel/labor management systems



Number one domestic market share (18.7%)

System to digitalize business processes



Number one domestic market share (29.5%)

Cloud & Solutions Business

- IoT cloud support center
- Cybersecurity
- Cloud infrastructure solutions

- Acquired Expert Level certification for the Managed Service field in the Salesforce Partner Navigator Program.
- Offer integrated support from CRM utilization to sales enablement field (enhancing sales capabilities), with our track record of offering support for more than a decade (over 500 companies).
- Established a collaborative structure centered on NTT Data Japan Corporation.
- Boast the capability to annually generate over 5,000 leads mainly in our events, centered on large companies.



Managed Services

NTT DATA



- Certified as a solution partner for Works Human Intelligence Co., Ltd. (WHI) (with six companies certified as such).
- Develop highly skilled human resources under an original training program that leverages the training environment provided by WHI.
- Have one of the largest pools of engineers in Japan.



- Work together with NTT DATA INTRAMART Corporation in the context of customer successes.
- In addition to customer successes, offer integrated support from development to operation and facilitation of widespread use as a result of acquiring shares in MIND CO., LTD. in July 2024.

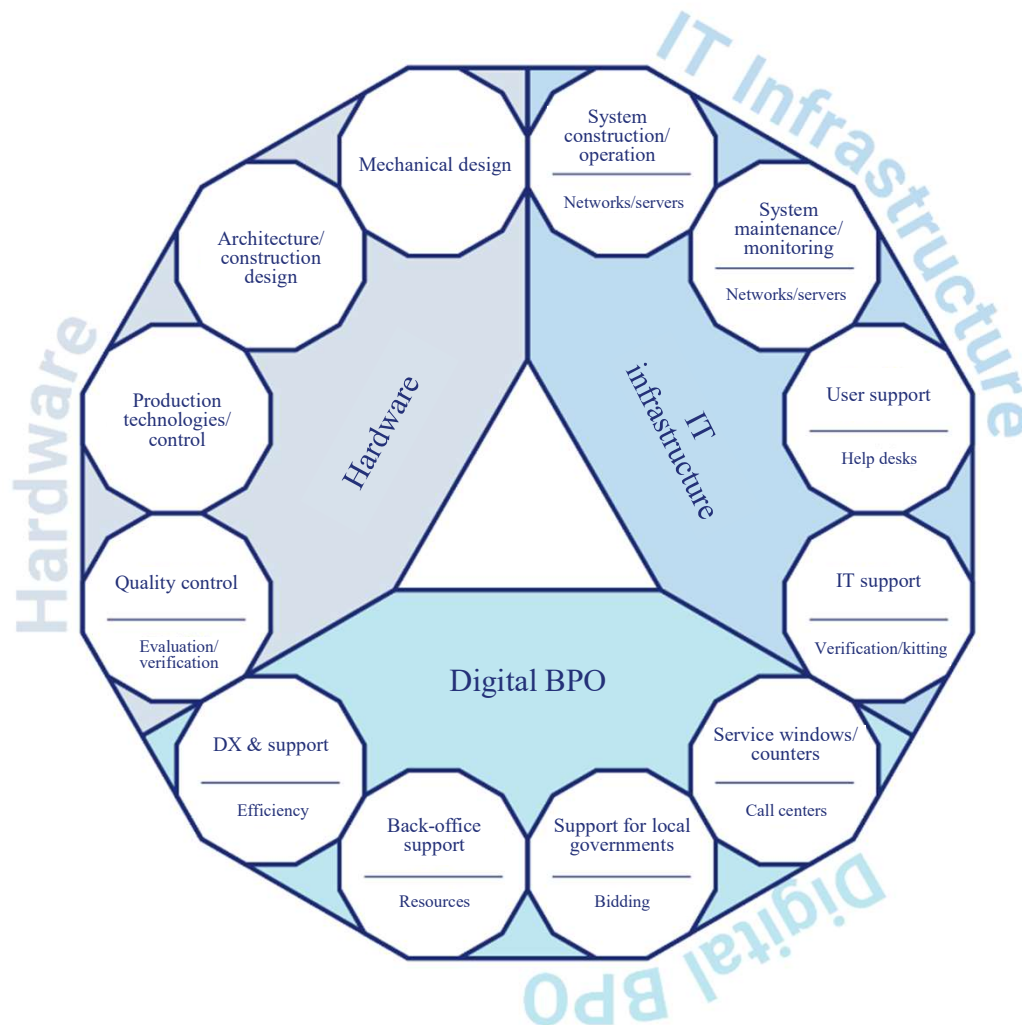
- Offer support 24/7, 365 days a year by engineers with expertise.
- Make improvement proposals for addressing potential risks and solving issues, along with operation and maintenance.

*Salesforce Partner Navigator Program: A program that comprehensively evaluates and certifies the professional capability of Salesforce partners in specific areas based on their knowledge, experience and quality

*Managed Service field: The area of services that facilitate the introduction and full deployment of systems by providing total support, including utilization strategy planning and actual operation

Our Business: Mechanical Design and Engineering

- This segment covers SERAKU Business Solutions Co., Ltd., a wholly owned subsidiary.
- We will leverage our technical capabilities in the hardware domain as our strength to expand our business domains and areas in which we can develop businesses.



Competitive strengths

- High level of expertise in the hardware domain
- Wide business domain that covers not only upstream projects but also downstream ones

Sources of competitive strengths

Technical capabilities

- Training program on latest digital technologies and tools
- Creation of an environment where employees can use actual IT infrastructure equipment, DX tools, and 2D/3D CAD
- Mentoring and coaching by personnel in charge of technical education
- Structure to return personal knowledge and experience to the organization

Human capabilities

- Creation of an open and cooperative workplace
- Regular feedback and communication
- Education and training catered to individual employees
- Development of favorable relations through team building activities

Our Business: Midori Cloud

- Service to support digital transformation of agriculture and livestock farming by utilizing IT
- We focus on Rakuraku Shukka, which enables digital transformation of collection and shipment, with the preparation to introduce the product under way at multiple JA organizations.

Service



- System released in 2023 to save labor by promoting digitization of counting, as well as making and writing documents in collection and shipment by pasting and reading labels (QR codes)
- Realize lot-based traceability by giving individual identification numbers.



- Automatically measure and record the growth environment and conditions of crops with IoT devices, thereby realizing visualization of fields.
- Realize automatic control in combination with other companies' products and remote control via an app.
- Support the recording and management of annual cropping plans and daily agricultural work.



- Measure the environment in livestock buildings using IoT devices and record data to detect abnormal environments and equipment in livestock buildings.
- Realize automatic control in combination with other companies' products and remote control via an app.

Outline

Competitive strengths

- Error reduction and labor saving through the utilization of QR codes
- High customizability that allows for operation catered to each site

Example of adoption

Adopter JA Hiroshima

Issues before adoption

Manual tasks such as making documents is a heavy burden, leaving little time to focus on cultivation guidance.

Labor-saving impact*

Shipping burden on producers: down 24%
Collection and shipment burden at JA: down 85%
Operational error risk: down 70%



With many JA organizations faced with similar issues, the preparation to introduce the product is under way at multiple JA organizations, building upon the successful results with JA Hiroshima.

*The impact of adoption above is based on the results at JA Hiroshima, and it may vary depending on the workflow.

Our Business: NewtonX

- Service released in 2023 for corporate clients to utilize ChatGPT safely and securely
- Our advantage is customer success, leveraging our know-how on supporting the facilitation of widespread use of cloud systems in the DX domain.

NewtonX

- Service for corporate clients to utilize ChatGPT safely and securely
- Available from 100,000 yen per month.

Competitive strengths

Customer success	Offer accompanying runner-type support and coaching by leveraging the know-how on customer success support for cloud systems.
Product	Boast high security features such as the prevention of information leaks and retraining.

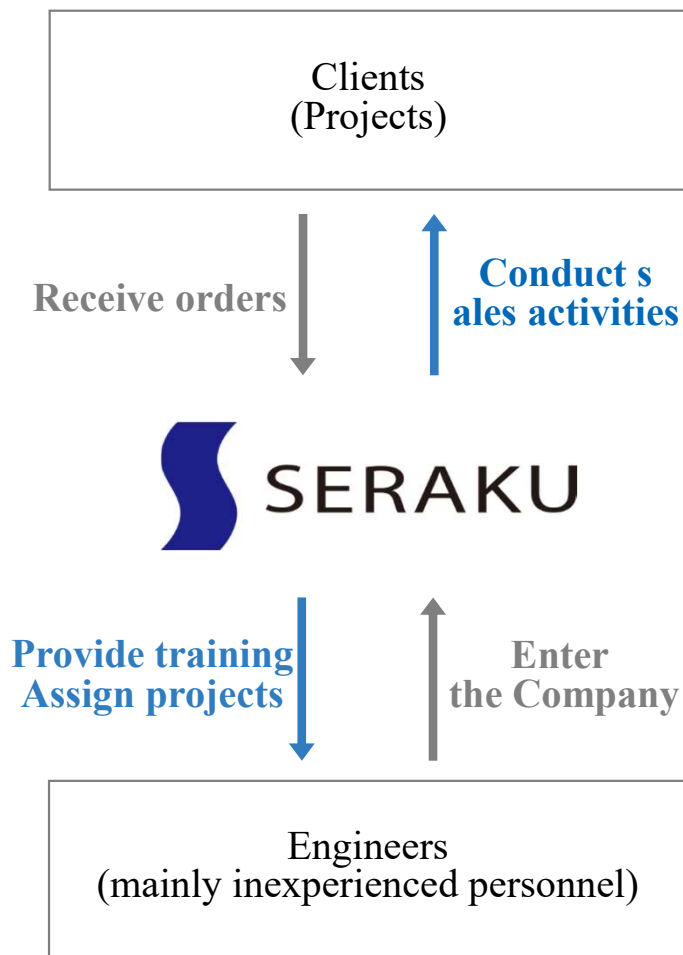
Customer needs

Features

Security/compliance	<ul style="list-style-type: none"> ■ Detection of personal information and banned words Automatically detect personal information and pre-determined banned words at the time of inputting. ■ Establishment of authentication rules Can put in place login by single sign-in, IP address restrictions, multifactor authentication, and other features.
Accuracy of responses	<ul style="list-style-type: none"> ■ Feature to reduce incorrect responses Reduce the output of old or incorrect information with our own adjustments. ■ Data incorporation Uploading documents at hand onto individual chats enables the generation of responses based on the information therein.
Productivity	<ul style="list-style-type: none"> ■ Knowledge Connect Building dedicated knowledge on NewtonX enables the generation of responses based on the information therein. ■ Other Equipped with a chat-sharing feature and a question template feature.

IT Personnel Development Model

- We have built a structure that allows our personnel to play an active role regardless of their skills at the time of joining the Company, thanks to a rich variety of projects and a well-developed initial training program.
- We focus on the development of highly skilled human resources who can handle development projects with high unit prices through continuous training.



Competitive strengths

Projects

- Handle a large number of operation and maintenance projects where even personnel with no experience in the IT industry can play an active role.
- Receive orders for large-scale projects or projects requiring advanced skills through developing engineers who can build good relations with clients and meet diverse customer needs.

Training capability

- Provide inexperienced personnel with one- to two-month-long training as the initial training program in order to develop technical and business skills so that they can be assigned to projects.
- As part of continuous training, offer Jonetsu University, a platform that turns insights gained from cutting-edge projects into educational programs and shares practical know-how within the Company, and training to develop project managers who can handle development projects.

Recruiting capability

- Organizational structure that allows us to hire over 100 new graduates every year
- Abundant introduction of job seekers through fostering relations with staff agencies
- High ability to attract candidates as our well-developed initial training program allows them to make a career change even without industry experience

SERAKU's Initiatives for ESG and SDGs

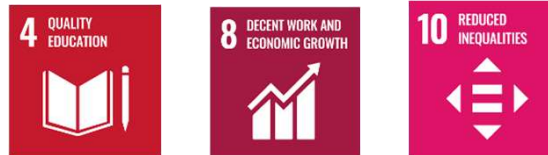
- The SERAKU Group will build a long-term foundation for growth by promoting ESG activities.
- As a company that creates social value, the Group will strengthen initiatives to help achieve a sustainable society.

Safe operation of systems in the IT society



- Building sustainable and strong IT security
- Providing IT environments and services tailored to customers
- Helping maintain social activities using IT

Human resources development



- Cultivating human resources who have advanced expertise
- Providing ongoing education for IT engineers
- Ensuring employment for young people and utilizing a variety of human resources

Creation of new value in society



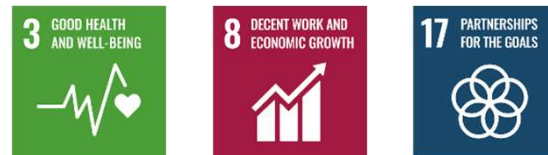
- Enhancing the value of industry using IT technology
- Achieving regional revitalization through recruitment and IT technology
- Achieving high productivity and low workload by using IT

Use of IT in agriculture field



- Advancing smart agriculture to improve productivity
- Revitalizing the primary industry using IT
- Producing abundant food stably

Realization of a physically and mentally healthy society



- Providing digital healthcare services
- Solving social issues using IT
- Cooperating with academic institutions

Sophistication of corporate governance



- Ensuring compliance
- Strengthening corporate governance
- Improving information disclosure

Forward-looking Statements

Documents and information provided at today's presentation include forward-looking statements.

These statements are based on assumptions that include current expectations, forecasts, and risk factors. As a result, forward-looking statements include many uncertainties that may cause actual performance to differ from these statements.

Risk factors and uncertainties include the condition of industries and markets where SERAKU operates, changes in interest rates and foreign exchange rates, and other items involving the Japanese and global economies.

SERAKU has no obligation to update or correct these forward-looking statements even if there is subsequently new information or an event that affects these statements.

An announcement will be made promptly if there are revisions to the FY8/25 forecasts or differences between the results of operations and these forecasts that require disclosure.