

Presentation Material 1H FY2026(April 1st, 2025 to September 30th, 2025)

ARTNATURE INC.
TSE Standard Market: 7823

Overview of 1H FY2026 Results & Financial Forecast

1H FY2026 : Highlights



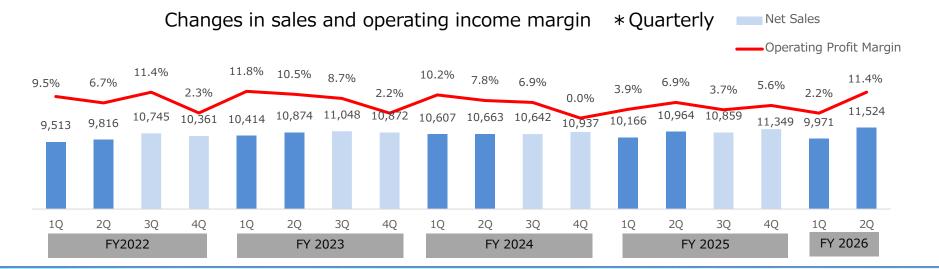
Second-quarter performance saw both sales and profits increase compared to the same period last year.

1H FY 2026 Financial Results

(¥ million)

| | 1H FY2025 (Results) | 1H FY2026 (Results) | YoY Change | Year-end (Plan) | Plan Progress rate |
|------------------|------------------------|------------------------|------------|--------------------|-----------------------|
| Net Sales | 21,131 | 21,485 | +1.7% | 47,623 | 45.1% |
| Men's Business | 11,480 | 11,570 | +0.8% | 23,495 | 49.2% |
| Ladies' Business | 8,923 | 9,204 | +3.1% | 20,869 | 44.1% |
| Others | 726 | 710 | (2.2%) | 3,258 | 21.8% |
| Operating Income | 1,146 | 1,382 | +20.5% | 2,778 | 49.7% |

[※]Ladies' Business including JULLIA OLGER, NAO-ART CO.,LTD





Progress on Key Themes of the Medium-Term Management Plan



Aim to expand business performance and market share in the hair business industry in order to propel "ARTNATURE, pioneer of the next generation" to the next stage.

Key Themes

progress

Value Creation

- Establish a position as a market leader in the domestic hair business industry
- Acquire and expand business in new areas



- Deliveries of custom-made wigs progressed in and after the second quarter, resulting in the year-on-year growth of sales for both men and ladies
- > No progress in acquiring business in new fields

Sustainability Promotion

- Create a sustainable society

 Promote compliance with the Corporate Governance Code
 (climate change, respect for human rights, human capital)
 Implement SDG initiatives
- Achieve sustainable growth in corporate value Improve labor productivity/production stability/administrative efficiency



- Initiatives for a sustainable society Expanded the disclosure of sustainability information, including measures aligned with the TCFD recommendations
- Initiatives to achieve the sustainable growth of corporate value New factory in Bangladesh scheduled to be completed in November 2025

Dialogue with the Market

- Consider new information disclosure
- Consider additional shareholder return policy (dividend increase, shareholder benefits, etc.)



- > Introduced a shareholder benefit program as a new initiative
- > Proactive IR activities continued for individual investors

Value Creation (1) (Delivery delays)



Deliveries of custom-made wigs, which had been delayed, progressed steadily month by month, securing year-on-year growth in sales for both men's and ladies' wigs.

Monthly Sales Trends for Major Men's Products (YoY)



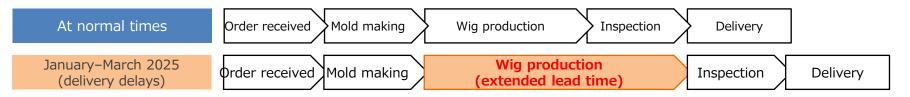
Monthly Sales Trends for Major Ladies' Products (YoY)



Background behind delivery delays and recovery

A typhoon in November 2024 temporarily lowered the operating rate at the factory in the Philippines

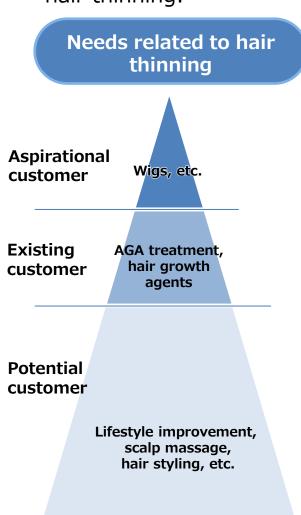
→This led to extended production lead times which caused a year-on-year decline in deliveries in the first quarter of the current fiscal year. Subsequently, operations returned to normal and deliveries progressed smoothly. Production capacity has now stabilized at a level that exceeds that of the previous year

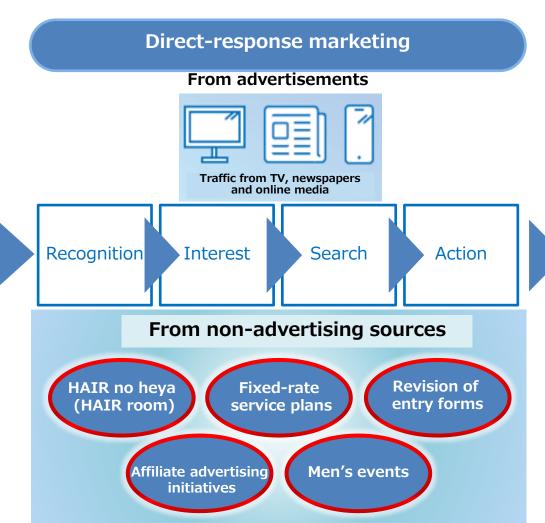


Value Creation (2) (Review of the Men's Business)



We are pursuing various initiatives to address the needs of customers concerned about hair thinning.





Acquisition

<u>o</u>

new

customers

Value Creation (3) (Review of the Men's Business)



Introducing some of our initiatives addressing the needs of customers concerned about hair thinning.

Affiliate advertising initiatives

Distributed videos targeting social media users (on Meta's platforms such as Instagram and Facebook)





Produced video content tailored to social media users. Personalized delivery areas and other settings to make the content more relevant to each viewer.

Fixed-rate service plans

Started displaying fixed-rate pricing for selected products on the website—our first attempt to disclose prices for new customers



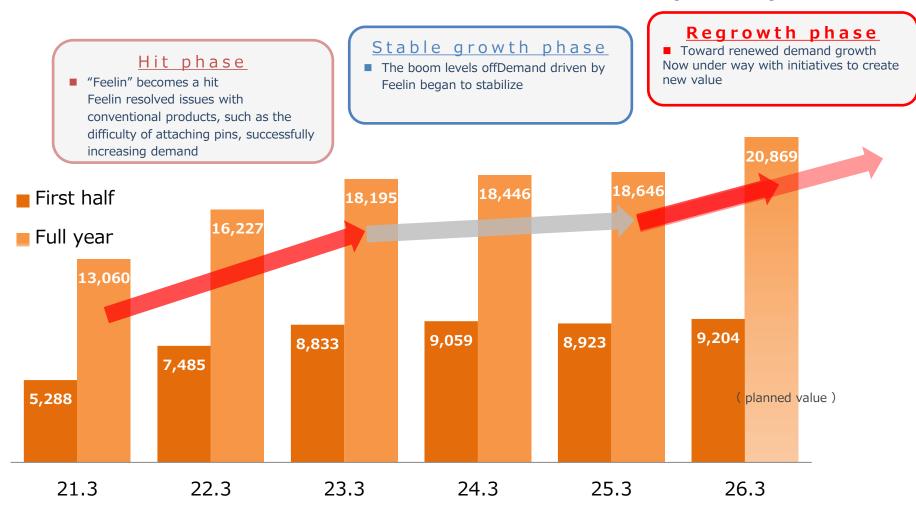
Disclosed fixed-rate pricing for new customers to reduce psychological barriers, addressing concerns about high initial or ongoing costs, etc.

Value Creation (4) (Review of the Ladies' Business)



Sales in the ladies' business as a whole have continued to reach record highs.

Performance Trends for Ladies' Business Overall (¥Million)



Value Creation (5) (Review of the Ladies' Business)



We are now implementing initiatives to create new value throughout the ladies' business.

Ladies' Business — Topics

Opening of Ladies ARTNATURE's new flagship salon Grand Salon Ginza in September

In response to senior women's growing interest in beauty, Grand Salon Ginza offers a well-being experience for both mind and hair, and it plans to provide exclusive products available only at this location. Featuring exclusive wigs available only at this location and the only Ladies ARTNATURE VIP room.





Ladies' Ready-Made Wigs Business — Topics

Launch of the Disney Wig Collection in October

Our Group company, NAO-ART Corp., began accepting orders for the Disney Wig Collection (eight styles) inspired by popular Disney heroines through its e-commerce site and Rakuten Ichiba. From elegant updos and braids to signature colors—hairstyles difficult to achieve with one's own hair—each ready-to-wear wig lets customers enjoy a Disney-inspired look from the day it arrives.



These products are planned and manufactured by Grace Co., Ltd. and distributed by NAO-ART Corp. under a merchandising agreement with The Walt Disney Company (Japan) Ltd.

Sustainability Promotion (Establishment of New Plant)



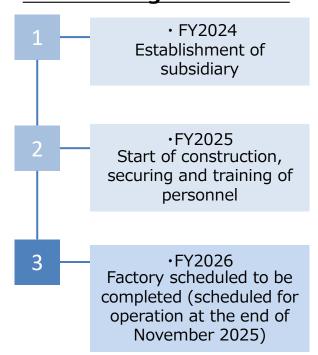
The new plant in Bangladesh is scheduled to be completed at the end of November 2025. Facilitate the diversification of risk and the stable supply of products by shifting away from concentrated production in the Philippines.

Purposes of establishment

- Enhancing Resilience Through Diversification of Supply Bases
 - Preparing for natural disasters and political risks, and securing the workforce, etc. needed to meet the demand associated with economic development
- ② Ensuring production line capacity for the future expansion of business and increased production
 - volume Expansion of the production capacity of custom-made and ready-made wigs



<u>Progress of the Medium-</u> Term Management Plan



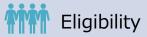
Impact on Profit and Loss for the FY2026

• The startup of the plant will have a minimal impact on current fiscal year's results.

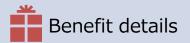
Dialogue with the Market (New Shareholder Benefits Program)



To express gratitude for the ongoing support of our shareholders, we have decided to introduce a point-based shareholder benefit program.



 Shareholders holding 700 or more shares as of the end of September



- Points granted according to the number of shares held (1 point = approx. ¥1)
- redeemable for over 5,000 products, including food items and electronics



Other

- Available for use in the exclusive "ARTNATURE Premium Benefits Club"
- 2025 Points can also be combined with points from other companies' shareholder benefit programs
 - * A dedicated "ARTNATURE Premium Benefit Club" website is scheduled to launch on November 7

| Number of shares held | Points awarded |
|----------------------------------|----------------------|
| 700 shares \sim 799 shares | |
| 800 shares \sim 899 shares | ♯ 4,000 point |
| 900 shares \sim 999 shares | |
| 1,000 shares \sim 1,999 shares | ♯ 6,000 point |
| 2,000 shares \sim 2,999 shares | ★ 20,000point |
| 3,000 shares or more | |



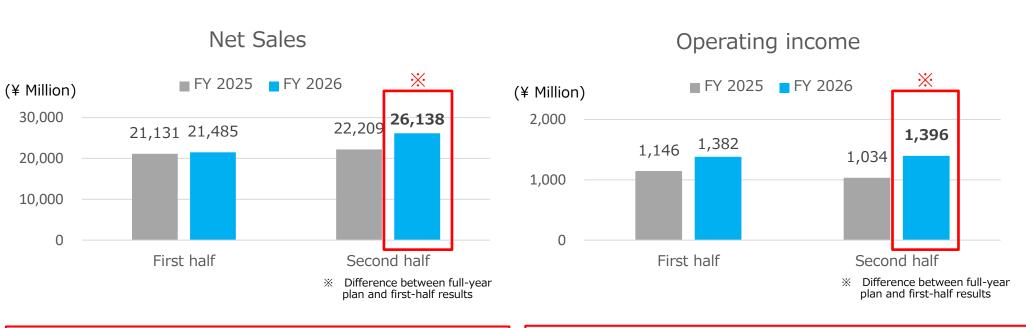
FY2026 Plan etc.

FY2026: Full-year Consolidated Business Performance Forecasts 1/ARTNATURE

Plan to increase sales and income in FY2026 by expanding the ladies' business and entering new business areas. $_{(Y Million)}$

| | | FY2025 Results | FY2026 Plan | YoY Change |
|-------|------------------|----------------|-------------|------------|
| Net : | Sales | 43,340 | 47,623 | +9.9% |
| | Men's Business | 23,167 | 23,495 | +1.4% |
| | Ladies' Business | 18,646 | 20,869 | +11.9% |
| | Others | 1,526 | 3,258 | +113.5% |
| Cost | of Sales | 14,646 | 16,154 | +10.3% |
| Gros | s Profit | 28,694 | 31,468 | +9.7% |
| SG& | A Expenses | 26,512 | 28,690 | +8.2% |
| | Ad Spending | 6,188 | 6,187 | (0.0%) |
| | HR | 6,533 | 6,967 | +6.6% |
| Oper | rating Income | 2,181 | 2,778 | +27.4% |
| Ordin | nary Income | 2,249 | 2,844 | +26.4% |
| Net : | Income | 821 | 1,464 | +78.2% |
| Depr | reciation | 1,117 | 1,503 | +34.6% |
| CAPE | ΞX | 2,831 | 2,820 | (0.4%) |

FY2026: Full-year Consolidated Business Performance Forecasts 2/ARTNATURE



Initiatives in the second half

[Net sales]

- Launching new products to focus on in the second half and rolling out new promotional activities
 - Expanding into new business areas
- *The impact of extended delivery times in the first quarter is expected to be resolved during the second half

Initiatives in the second half

[Expenses]

- Continuing to curb various expenses, while continuing to concentrate management resources to the expansion of stores and acquisition of new customers
- Improving productivity by updating systems and optimizing operating expenses based on cost-effectiveness

Numerical Targets (Financial affairs)



We aim to steadily achieve the final-year (FY2026) plan and establish the foundation for the next mid-term management plan.

| | Previous Mid-term Management Plan | | | This medium-term plan | | |
|-----------------------------------|---|--------------------|---|-----------------------|--------------------|--------------------|
| Key Indicators (Performance Plan) | FY2021 | FY2022 | FY2023 | FY2024 | FY2025 | FY2026 |
| Net sales | 35.8Billion yen | 40.4Billion yen | 43.2Billion yen | 42.8Billion yen | 43.3Billion yen | 47.6Billion yen |
| Compound annual growth rate | Men's business 1.3% Ladies' business 3.5% Ladies' ready-made wigs business 5.1% | | Men's business 0.4% Ladies' business 1.9% Ladies' ready-made wig business 12.7% | | | |
| Ordinary Income Ratio | 5.6% | 7.5% | 8.2% | 6.4% | 5.2% | 6.0% |
| ROE | 3.3% | 4.9% | 7.5% | 5.6% | 3.1% | 5.5% |
| Cost of Capital | 6.4% | 4.3% | 5.2% | 3.6% | 4.4% | _ |

Shareholder Returns



Maintain a minimum annual dividend of 28 yen per share and a consolidated payout ratio of 50% or higher until ROE exceeds 10%. After reaching this target, continue to pay stable dividends based on a payout ratio of 40% or higher, flexibly adjusting them according to business performance.

Basic policy

Based on a consolidated payout ratio of 40% or higher, we will strive to increase dividends in line with consolidated performance (increase in increments of 1 yen), with the current annual dividend of 28 yen as the minimum limit.

However, <u>until we achieve an ROE of over 10%, the consolidated payout ratio will be set to 50% or higher</u>. If consolidated net income fluctuates significantly, we may adjust the dividends to account for these fluctuations.

| Key Indicators | Previous Mid-term Management Plan | | | This medium-term plan | | |
|--------------------------|-----------------------------------|----------|----------|-----------------------|----------|----------------|
| (Shareholder Returns) | FY2021 | FY2022 | FY2023 | FY2024 | FY2025 | FY2026 |
| Net income per share | 25.99yen | 37.51yen | 58.00yen | 44.99yen | 25.25yen | 44.99yen |
| ROE | 3.3% | 4.9% | 7.5% | 5.6% | 3.1% | 5.5% |
| Dividend per share | 28yen | 28yen | 28yen | 28yen | 28yen | 28yen |
| Dividend payout ratio | 107.7% | 74.7% | 48.3% | 62.2% | 110.9% | 50% or more |

Financial Results 1H FY 2026 & Financial Forecast FY 2026

1H FY2026 : Financial Highlights



(¥ Million)

Interim results show increased revenue and profit compared to the same period last year, progressing

largely as planned.

| | | 1H FY2025 (Results) | 1H FY2026 (Results) | 1H FY2026 (Full Year Plan) |
|------|------------------|------------------------|------------------------|-------------------------------|
| Net | Sales | 21,131 | 21,485 | 47,623 |
| | Men's Business | 11,480 | 11,570 | 23,495 |
| | Ladies' Business | 8,923 | 9,204 | 20,869 |
| | Others | 726 | 710 | 3,258 |
| Cost | of Sales | 7,251 | 7,289 | 16,154 |
| Gros | ss Profit | 13,879 | 14,195 | 31,468 |
| SG& | A Expenses | 12,732 | 12,813 | 28,690 |
| | Ad Spending | 3,027 | 2,782 | 6,187 |
| | | 3,284 | 3,349 | 6,967 |
| Ope | rating Income | 1,146 | 1,382 | 2,778 |
| Ordi | nary Income | 1,095 | 1,464 | 2,844 |
| Net | Income | 621 | 848 | 1,464 |
| Dep | reciation | 513 | 594 | 1,503 |
| CAP | EX | 739 | 1,612 | 2,820 |

| Major Factors behind |
|----------------------|
| YoY Change |

Net Sales : +1.7% Men's Business : +0.8% Ladies' Business : +3.1%

Cost of Sales Ratio

 $34.3\% \rightarrow 33.9\% : (0.4Pt)$

Product Cost : (0.4Pt) HR : (0.1Pt)

SG&A Expenses Ratio

 $60.3\% \rightarrow 59.6\% (0.7Pt)$ Ad Spending : (1.4Pt)

HR : +0.1Pt Others : +0.7Pt

CAPEX

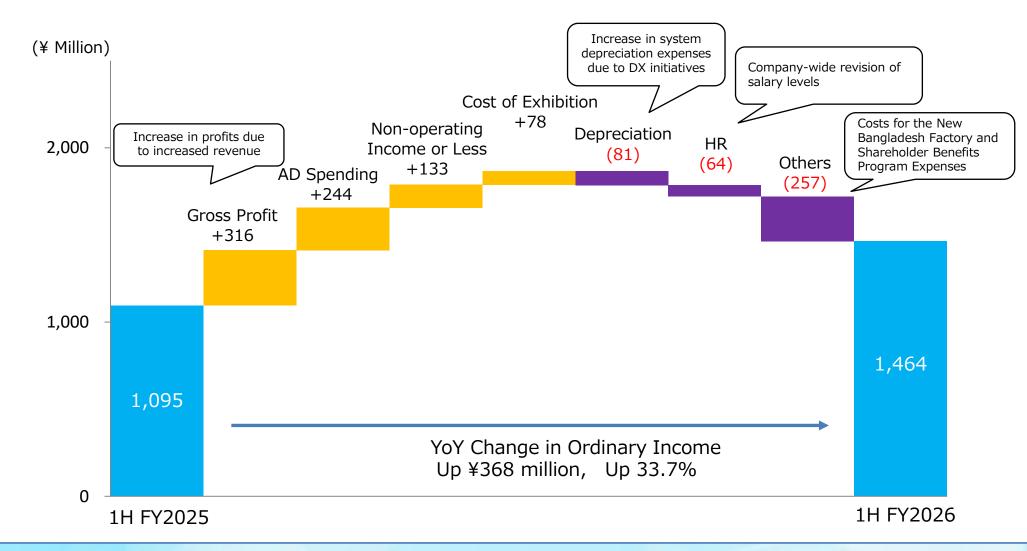
Store facilities: ¥721million System related: ¥170million Related to New Factories:

¥521million

1H FY2026 : Analysis of SG&A Expenses



Increased profits due to higher gross profit accompanying increased revenue and reduced advertising and promotional expenses.



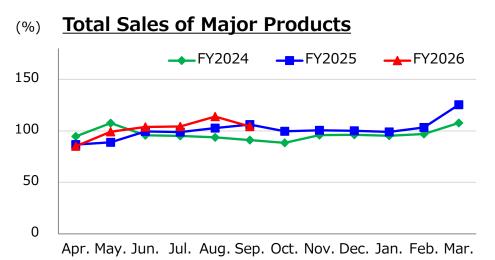
Monthly Trend: Sales of Major Products (YoY base)



104.0

Sales of major products shifted from a decline for two consecutive periods to an increase for both men and Ladies.

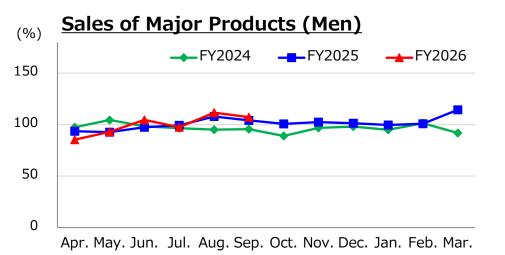
1H FY2026

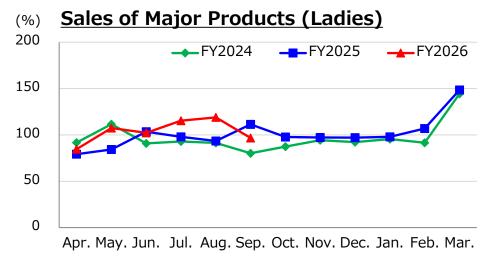


Total Sales of Major Products (Half-year) (%) Total Men Ladies 1H FY2024 96.1 97.7 93.6 1H FY2025 98.4 99.4 96.8

101.9

100.6





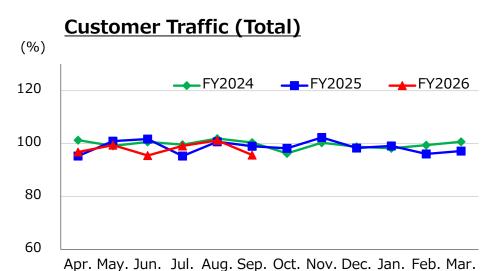
^{**}September figures are after settlement adjustments.

Monthly Trend: Customer Traffic (YoY base, accumulated)



The number of Men's customers visiting stores is gradually declining, while the number of Ladies' customers is decreasing due to changes in their visit frequency.

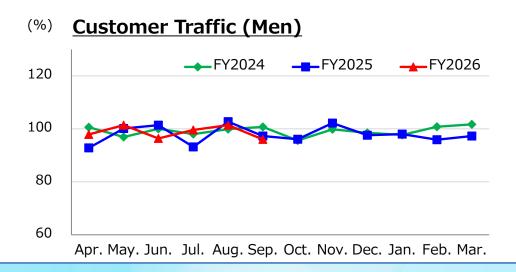
(%)



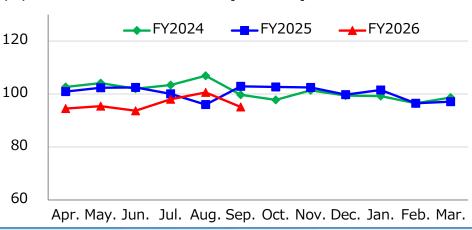
The number of customer traffic (Half-year)

(%)

| | Total | Men | Ladies |
|-----------|-------|------|--------|
| 1H FY2024 | 100.5 | 99.4 | 103.1 |
| 1H FY2025 | 98.8 | 97.8 | 100.8 |
| 1H FY2026 | 97.9 | 98.8 | 96.1 |



Customer Traffic (Ladies)



1H FY2026: Breakdown of Sales by Product & Services (Non-consolidated Basis)



New sales remained flat, while repeat sales and ready-made wig sales remained steady.

(¥ million)

| | | | | | (+ 111111011) |
|------------------------|-----------------|-----------|-----------|--------|---------------|
| Net Sales | | 1H FY2025 | 1H FY2026 | YoY Ch | nange |
| | New Customers | 1,862 | 1,759 | (102) | (5.5%) |
| Custom-made Wigs | Repeat Business | 9,066 | 9,269 | +203 | +2.2% |
| | Total | 10,928 | 11,029 | +101 | +0.9% |
| | New Customers | 368 | 468 | +99 | +27.0% |
| Hair Addition Products | Repeat Business | 1,552 | 1,597 | +44 | +2.9% |
| | Total | 1,921 | 2,065 | +143 | +7.5% |
| | New Customers | 16 | 16 | (0) | (2.0%) |
| Hair Growth Services | Repeat Business | 508 | 513 | +4 | +0.9% |
| | Total | 525 | 529 | +4 | +0.8% |
| Styling Services | | 3,634 | 3,690 | +55 | +1.5% |
| JULLIA OLGER | | 2,061 | 2,155 | +93 | +4.5% |
| Others | | 1,233 | 1,209 | (23) | (1.9%) |
| | New Customers | 2,247 | 2,244 | (3) | (0.2%) |
| All Products & Sevices | Repeat Business | 15,547 | 15,852 | +304 | +2.0% |
| | JULLIA OLGER | 2,061 | 2,155 | +93 | +4.5% |
| | Others | 447 | 427 | (19) | (4.4%) |
| | Total | 20,304 | 20,679 | +375 | +1.8% |

[%] Repeat business of all products including part of styling services and others.

1H FY2026: Breakdown of Sales by Product & Services in Men's Business (Non-consolidated Basis)



New sales landed at roughly the same level as the same period last year, while repeat sales remained solid.

(¥ million)

| Net Sales | | 1H FY2025 | 1H FY2026 | | |
|------------------------|-----------------|-----------|-----------|-------|---------|
| inet Sale | S | 1H F12U25 | IN F12020 | YoY C | hange |
| Custom-made Wigs | New Customers | 355 | 277 | (77) | (21.9%) |
| | Repeat Business | 6,495 | 6,583 | +87 | +1.3% |
| | Total | 6,851 | 6,860 | +9 | +0.1% |
| Hair Addition Products | New Customers | 336 | 430 | +94 | +28.1% |
| | Repeat Business | 1,040 | 1,001 | (38) | (3.7%) |
| | Total | 1,376 | 1,432 | +55 | +4.0% |
| | New Customers | 14 | 13 | (0) | (3.6%) |
| Hair Growth Services | Repeat Business | 248 | 238 | (10) | (4.0%) |
| | Total | 262 | 252 | (10) | (4.0%) |
| Styling Services | | 2,439 | 2,484 | +44 | +1.8% |
| Others | | 550 | 540 | (9) | (1.8%) |
| | New Customers | 705 | 722 | +16 | +2.3% |
| All Products & Sevices | Repeat Business | 10,774 | 10,848 | +73 | +0.7% |
| | Total | 11,480 | 11,570 | +89 | +0.8% |

^{*}Repeat business of all products including part of styling services and others.

Strategy by Business Segment (Men's Business)



Strengthen marketing efforts targeting customers concerned about hair thinning to drive new sales.

| | FY2026 Initiatives in the second half of the year |
|--------------------------|--|
| Products/ Advertising | Develop and launch high value-added products not offered by competitors Strengthen marketing efforts through social media and other online platforms. |
| Others | Develop measures to improve customer retention Promote initiatives to increase responses from non-advertising channels (e.g., hosting men's events) |





1H FY2026: Breakdown of Sales by Product & Services in Ladies' Business (Non-consolidated Basis)



Repeat sales and steady demand for ready-made wigs drove overall sales growth.

(¥ million)

| | | | | | (+ 111111011) |
|-------------------------|-----------------|-----------|-----------|-------|---------------|
| Net Sale | es | 1H FY2025 | 1H FY2026 | | |
| | | <u>/</u> | | YoY C | hange |
| | New Customers | 1,506 | 1,482 | (24) | (1.6%) |
| Custom-made Wigs | Repeat Business | 2,570 | 2,686 | +116 | +4.5% |
| | Total | 4,076 | 4,168 | +91 | +2.2% |
| | New Customers | 32 | 37 | +4 | +14.9% |
| Hair Addition Products | Repeat Business | 512 | 595 | +83 | +16.2% |
| | Total | 545 | 633 | +87 | +16.1% |
| | New Customers | 2 | 2 | +0 | +6.1% |
| Hair Growth Services | Repeat Business | 259 | 274 | +14 | +5.7% |
| | Total | 262 | 277 | +15 | +5.7% |
| Styling Services | | 1,194 | 1,205 | +11 | +0.9% |
| Others | | 2,296 | 2,396 | +99 | +4.3% |
| | New Customers | 1,541 | 1,522 | (19) | (1.3%) |
| All Bus dusts 9 Cariasa | Repeat Business | 4,772 | 5,004 | +231 | +4.9% |
| All Products & Sevices | JULLIA OLGER | 2,061 | 2,155 | +93 | +4.5% |
| | Others | 8,376 | 8,681 | +305 | +3.6% |

 \frak{Repeat} business of all products including part of styling services and others.

Strategies by Business Segment (Ladies' Business, Ready-Made Wigs Business)



Increase new sales by strengthening collaboration across the entire ladies' business and creating new value.

| | | FY2026 Initiatives in the second half of the year |
|-----------------------------|-------------------------|---|
| | lucts tising | - Develop and introduce new appealing products that our competitors do not offer |
| siness | Products Advertising | - Leverage online channels to reduce sales promotion costs |
| adies' business- | Others | - Strengthen store management focusing on Grand Salon Ginza |
| _ | | - Develop sales channels beyond direct-response marketing |
| Ready-made wigs business | | Strengthen collaboration with businesses for women Implement initiatives aimed at creating new value |







FY2026: Financial Forecast



Actively promote second-half initiatives to achieve increased revenue and profits.

(¥ million)

| | | FY2025 | | | FY2026 | | | |
|-----------|------------------|------------------------|-----------------------|------------------------|------------|--------------------|------------|--|
| | | 1H FY2025 (Results) | Year-end (Results) | 1H FY2026 (Results) | YoY Change | Year-end (Plan) | YoY Change | |
| Net Sales | | 21,131 | 43,340 | 21,485 | +1.7% | 47,623 | +9.9% | |
| | Men's Business | 11,480 | 23,167 | 11,570 | +0.8% | 23,495 | +1.4% | |
| | Ladies' Business | 8,923 | 18,646 | 9,204 | +3.1% | 20,869 | +11.9% | |
| | Others | 726 | 1,526 | 710 | (2.2%) | 3,258 | +113.5% | |
| Сс | st of Sales | 7,251 | 14,646 | 7,289 | +0.5% | 16,154 | +10.3% | |
| Gr | oss Profit | 13,879 | 28,694 | 14,195 | +2.3% | 31,468 | +9.7% | |
| SO | 6&A Expenses | 12,732 | 26,512 | 12,813 | +0.6% | 28,690 | +8.2% | |
| | AD Spending | 3,027 | 6,188 | 2,782 | (8.1%) | 6,187 | (0.0%) | |
| | HR | 3,284 | 6,533 | 3,349 | +2.0% | 6,967 | +6.6% | |
| Op | perating Income | 1,146 | 2,181 | 1,382 | +20.5% | 2,778 | +27.4% | |
| Or | dinary Income | 1,095 | 2,249 | 1,464 | +33.7% | 2,844 | +26.4% | |
| Ne | et Income | 621 | 821 | 848 | +36.5% | 1,464 | +78.2% | |
| | | _ | = | | | | | |
| De | epreciation | 513 | 1,117 | 594 | +15.8% | 1,503 | +34.6% | |
| CA | APEX | 739 | 2,831 | 1,612 | +118.0% | 2,820 | (0.4%) | |



ARTNATURE

https://corp.artnature.co.jp/en/ir.html

Forward-looking Statements

The forward-looking statements in this document, including forecasts, are based on information available at the time of disclosure and on certain assumptions deemed to be reasonable by the Company. Actual results may differ materially from forward-looking statements due to a number of factors. Amounts shown in this document are displayed numbers truncating the units less than shown. The percentage is rounded off to the first decimal place.

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Reference Material

1H FY2026 Topics



■ Men's • Ladies' ▲ Jullia Olger • Other

New Products

- April 25 Launch of REQUA REAL, a wig for men
- June 2 Launch of Beauty Up Assist and Beauty Up Platinum Line hair addition products
- ▲ July 31 Launch of Reamore, a new partial wig available through an online shop
- September 25 Launch of ClearMRP5X, a hair addition product
- October 1 Launch of JUSME One, a custom-made wig
- October 9 Launch of wigs inspired by Frozen and Disney Princess characters from NAO-ART Corp., a
 Group company

Store Openings/Renovations

- ■ April 11 Relocation and renovation of ARTNATURE Toyohashi and Ladies ARTNATURE Toyohashi Salon
- ■ April 18 Relocation and renovation of ARTNATURE Kagoshima and Ladies ARTNATURE Kagoshima Salon
- June 27 Relocation and renovation of Ladies ARTNATURE Kariya Salon
- ■ September 13 Relocation and renovation of ARTNATURE Nagaoka and Ladies ARTNATURE Nagaoka
- ▲ September 25 Opening of Grand Salon Ginza
- ▲ September 30 Opening of Ladies ARTNATURE Hanshin Umeda Salon
- October 9 Opening of Jullia Olger Youme Town Takamatsu

Others

◆ July 15 Launch of the ARTNATURE Premium Benefit Club, a new shareholder benefit program

FY2026: Breakdown of Sales Forecast by Product and Service in Total Both Segments (Non-consolidated Basis)



(¥ Million)

| | | FY2024 | FY2025 | 025 FY2026 | | (111111011) | | |
|------------------------|-----------------|-----------|-----------|------------|--------|-------------|--|--|
| Net Sales | | (Results) | (Results) | (Plan) | YoY Ch | nange | | |
| | New customers | 4,427 | 3,865 | - | - | - | | |
| Custom-made Wigs | Repeat Business | 17,731 | 18,208 | - | - | - | | |
| | Total | 22,159 | 22,074 | 22,795 | +721 | +3.3% | | |
| | New Customers | 732 | 901 | - | - | - | | |
| Hair Addition Products | Repeat Business | 3,103 | 3,015 | - | - | - | | |
| | Total | 3,836 | 3,917 | 4,492 | +574 | +14.7% | | |
| | New Customers | 44 | 33 | - | - | - | | |
| Hair Growth Services | Repeat Business | 1,041 | 1,000 | - | - | - | | |
| | Total | 1,085 | 1,033 | 936 | (97) | (9.4%) | | |
| Styling Services | | 7,001 | 7,136 | 7,220 | +83 | +1.2% | | |
| JULLIA OLGER | | 4,467 | 4,791 | 5,891 | +1,100 | +23.0% | | |
| Others | | 2,508 | 2,497 | 2,767 | +269 | +10.8% | | |
| | New Customers | 5,204 | 4,801 | - | - | - | | |
| All Products & Sevices | Repeat Business | 30,397 | 30,936 | - | - | - | | |
| | JULLIA OLGER | 4,467 | 4,791 | - | - | _ | | |
| | Others | 989 | 922 | - | - | - | | |
| | Total | 41,059 | 41,451 | 44,104 | +2,652 | +6.4% | | |

*Repeat business of all products including part of styling services and others.

FY2026: Breakdown of Sales Forecast by Product and Service in Men's Business (Non-consolidated Basis)



(¥ Million)

| Net Sales | | FY2024 | FY2025 | FY2026 | | | |
|------------------------|-----------------|---------------------|--------|--------|------------|---------|--|
| | | (Results) (Results) | | (Plan) | YoY Change | | |
| | New customers | 723 | 672 | - | - | - | |
| Custom-made Wigs | Repeat Business | 12,962 | 13,244 | - | - | - | |
| | Total | 13,685 | 13,916 | 13,951 | +34 | +0.3% | |
| | New Customers | 666 | 829 | - | - | - | |
| Hair Addition Products | Repeat Business | 2,038 | 1,977 | - | - | - | |
| | Total | 2,704 | 2,807 | 3,128 | +321 | +11.5% | |
| | New Customers | 37 | 28 | - | - | - | |
| Hair Growth Services | Repeat Business | 516 | 483 | - | - | - | |
| | Total | 553 | 512 | 450 | (61) | (12.0%) | |
| Styling Services | | 4,805 | 4,846 | 4,928 | +82 | +1.7% | |
| Others | | 1,063 | 1,084 | 1,035 | (49) | (4.6%) | |
| | New Customers | 1,427 | 1,530 | - | - | - | |
| All Products & Sevices | Repeat Business | 21,386 | 21,636 | - | - | - | |
| | Total | 22,814 | 23,167 | 23,495 | +327 | +1.4% | |

*Repeat business of all products including part of styling services and others.

FY2026: Breakdown of Sales Forecast by Product and Service in Ladies' Business (Non-consolidated Basis)



(¥ Million)

| Net Sales | | FY2024 | FY2025 | 2025 FY2026 | | | | |
|------------------------|-----------------|---------------------|--------|-------------|------------|--------|--|--|
| | | (Results) (Results) | | (Results) | YoY Change | | | |
| | New customers | 3,704 | 3,193 | - | - | - | | |
| Custom-made Wigs | Repeat Business | 4,769 | 4,964 | - | - | - | | |
| | Total | 8,473 | 8,158 | 8,844 | +686 | +8.4% | | |
| | New Customers | 65 | 72 | - | - | - | | |
| Hair Addition Products | Repeat Business | 1,065 | 1,038 | - | - | - | | |
| | Total | 1,131 | 1,110 | 1,363 | +253 | +22.8% | | |
| | New Customers | 6 | 4 | - | - | - | | |
| Hair Growth Services | Repeat Business | 525 | 516 | - | - | - | | |
| | Total | 532 | 521 | 485 | (35) | (6.8%) | | |
| Styling Services | | 2,195 | 2,290 | 2,291 | +1 | +0.1% | | |
| Others | | 4,922 | 5,281 | 6,494 | +1,213 | +23.0% | | |
| | New Customers | 3,777 | 3,270 | - | - | - | | |
| All Draducts & Coviese | Repeat Business | 9,011 | 9,300 | - | - | - | | |
| All Products & Sevices | JULLIA OLGER | 4,467 | 4,791 | - | - | - | | |
| | Others | 17,255 | 17,361 | 19,480 | +2,118 | +12.2% | | |

*Repeat business of all products including part of styling services and others.

Consolidated Balance Sheets



(¥ Million)

| | As of March 31, 2025 | | As of Septem | As of September 30, 2025 | | |
|-------------------------------------|----------------------|-------------------|--------------|--------------------------|--------|--|
| | | Composition ratio | | Composition ratio | change | |
| Total Current Assets | 27,870 | 56.1% | 27,408 | 54.5% | (1.7%) | |
| Cash and Deposits | 18,163 | 36.6% | 18,244 | 36.3% | +0.4% | |
| Total Non-current Assets | 21,808 | 43.9% | 22,839 | 45.5% | +4.7% | |
| Total Property, Plant and Equipment | 9,930 | 20.0% | 10,725 | 21.3% | +8.0% | |
| Total Assets | 49,678 | 100.0% | 50,248 | 100.0% | +1.1% | |
| Total Current Liabilities | 13,510 | 27.2% | 13,580 | 27.0% | +0.5% | |
| Advances Received | 6,169 | 12.4% | 6,186 | 12.3% | +0.3% | |
| Total Non-current Liabilities | 9,113 | 18.3% | 9,279 | 18.5% | +1.8% | |
| Total Liabilities | 22,623 | 45.5% | 22,859 | 45.5% | +1.0% | |
| Total Net Assets | 27,055 | 54.5% | 27,388 | 54.5% | +1.2% | |
| Retained Earnings | 19,742 | 39.7% | 20,134 | 40.1% | +2.0% | |
| Total Liabilities and Net Assets | 49,678 | 100.0% | 50,248 | 100.0% | +1.1% | |

Major Factors behind YoY Change

Current Assets (461)

- Cash and deposits +80
- · Accounts receivable –trad (480)
- Inventory +30

Non-current assets +1,030

- property, plant and equipment
 +794
- Intangible assets (16)

Current liabilities +69

- Accounts payable-other (499)
- · Accrued income taxes +465
- · Advance received +16

Non-current liabilities +166

 \cdot Defined Benefit Obligation +109

Net Assets +333

Retained earnings +392(Net income +848)

(Cash dividends paid (455))

Consolidated Statements of Cash Flows



(¥ Million)

| | | As of September 30, 2024 | As of September 30, 2025 |
|--|---|--------------------------|--------------------------|
| | Net cash provided by (used in) operating activities | 1,007 | 2,222 |
| | Net cash provided by (used in) investing activities | (996) | (1,591) |
| Free cash flow | | 10 | 631 |
| Net cash provided by (used in) financing activities | | (455) | (455) |
| Cash and cash equivalents at the beginning of period | | 19,208 | 18,025 |
| Cash and cash equivalents at the end of period | | 18,780 | 18,141 |
| Net increase (decrease) in cash and cash equivalents | | (428) | 115 |

Cause of Occurrence

Cash flows from operating activities +1,207

- Income before income taxes +320
- Allowance for doubtful accounts (50)
- Bonus reserve (43)
- Trade receivables (124)
- Inventory (164)
- Advance payment
 - +90
- Others +1,219

Cash flows from investing activities (595)

- · Purchase of property, plant and equipment (796)
- Acquisition of intangible assets +128

Cash flows from financing activities +0

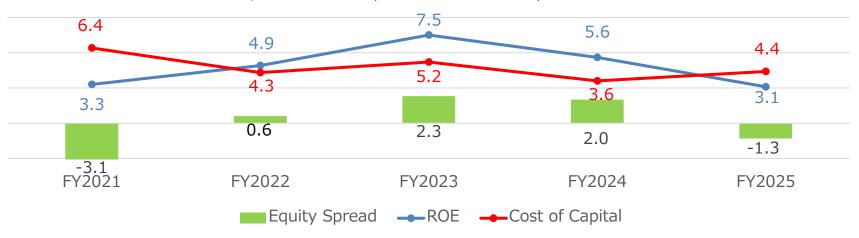
• Cash dividends paid +0

Cost of Capital



The equity spread, the difference between ROE and the cost of capital, had remained positive since the COVID-19 pandemic but turned negative in FY2025.

Historical Trends in Cost of Capital and ROE (FY2021-2025, in %)



Calculation of the cost of capital (estimate for FY2025; because the cost of liability is zero, only the cost of shareholders' equity is calculated.)

