



**STANDARD**  
TOKYO

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For Immediate Release

Company name: SEPTENI HOLDINGS CO., LTD.  
Representative: Representative Director, Group President and Chief Executive Officer  
Yuichi Kouno  
(TSE Standard Code: 4293)

### **Notice of Revisions to the Full-Year Consolidated Earnings Estimates for the FY 2024**

SEPTENI HOLDINGS CO., LTD. (the “Company”) hereby announces that it has decided to revise the full-year consolidated earnings estimates for the fiscal year ending December 2024 (January 1, 2024 to December 31, 2024), which was disclosed at the time of the announcement of business results for the full-year fiscal year ended December 2023, based on the recent trends in business results and other factors.

There is no change in the year-end dividend forecast for the fiscal year ending December 31, 2024 from that announced on August 6, 2024.

#### **1. Earnings Estimates for the Fiscal Year Ending December 2024 (January 1, 2024 to December 31, 2024)**

	Revenue	Non-GAAP Operating profit	Profit attributable to owners of the parent	Basic earnings per share
Previously announced estimate (A)	Million Yen 31,000	Million Yen 4,700	Million Yen 6,500	Yen 31.35
<b>Estimate as revised this time (B)</b>	<b>28,100</b>	<b>3,000</b>	<b>5,150</b>	<b>24.84</b>
Change (B-A)	-2,900	-1,700	-1,350	—
Change (%)	-9.4	-36.2	-20.8	—
Results for the previous fiscal year (FY2023)	34,267	5,091	4,319	20.74

(Note) 1. Non-GAAP operating profit refers to the profit indicator used to assess ordinary business conditions after adjustments are made to IFRS-based operating profit pertaining to temporary factors such as share-based compensation expenses, the impairment losses, and gains or losses on the sales of fixed assets.

2. The fiscal year ended December 31, 2023 is 15 months from October 1, 2022 to December 31, 2023 due to a change in the fiscal year-end.

## **2. Reason for the Revision**

In terms of revenue, while net sales are steadily expanding driven by the Digital Marketing Business, its core business, there is a discrepancy from the initial estimate due to a decrease in the ratio of revenue to net sales.

In light of this situation, the Company has been controlling personnel costs, mainly by controlling new hires during the period, and optimizing costs, mainly in the Media Platform Business. As a result, SG&A expenses were able to be restrained to a certain extent compared to the initial plan, but the impact of lower revenue was significant and Non-GAAP operating profit is expected to be about 36% below the initial forecast. Accordingly, the Company has decided to revise downward its consolidated earnings estimates for the full fiscal year ending December 31, 2024, which was announced on February 8, 2024.

In the short term, the Company is seeing improvement every quarter after bottoming out in the 1Q as a result of efforts to improve the ratio of revenue to net sales. In addition, it is implementing cost controls to improve productivity while reviewing its business portfolio.

Under the medium-term theme of “Focus & Synergy,” the Group will further strengthen its core Digital Marketing Business, aiming to increase profits in the next fiscal year and realize sustainable growth over the medium to long term.

## **3. Year-End Dividend Forecast for the Fiscal Year Ending December 2024**

The Company has positioned the fiscal year ending December 2024 as a preparatory period for strategic growth investments from the next fiscal year onward. As announced in the “Notice of Changes in Shareholder Return Policy and Revision of Year-End Dividend Forecast (Dividend Increase)” on August 6, 2024, the year-end dividend for the fiscal year ending December 2024 is ¥31.35 per share.

Although the earnings estimates have been revised, the dividend forecast remains unchanged at the previously announced ¥31.35 per share.

(Note) The above forecast is forward-looking statements based on information available at the time of publication and is subject to uncertainty. Actual results may differ from the above forecast due to various factors.

### **■Contact Information**

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