VECTOR INC.

Financial Results – 1Q FY2/27

July 15, 2026

Contents

Quarterly Results

Consolidated Financial Results Summary

Net Sales	¥16,899 million	(114.2% YoY)
Gross Profit	¥11,288 million	(112.3% YoY)
EBITDA*	¥3,480 million	(173.9% YoY)
Operating Profit	¥3,166 million	(187.4% YoY)
Ordinary Profit	¥3,210 million	(189.1% YoY)
Profit Attributable to Owners of Parent	¥1,984 million	(258.6% YoY)

*EBITDA = Operating profit + Depreciation + Goodwill amortization

1Q FY2/27 Highlights

	Net Sales	Operating Profit	Business overview for 1Q FY2/27
Consolidated Performance	¥16,899million (114.2% YoY)	¥3,166million (187.4% YoY)	• All three core businesses performed strongly: PR and Advertising, Press Release, and Direct Marketing • Achieved **higher Net Sales and significantly higher Operating Profit**
PR and Advertising	¥9,307million (113.4% YoY)	¥1,420million (134.1% YoY)	• **Steady growth in Strategic PR earnings** • **Taxi signage and gracemode performed well**
Press Release (PR TIMES)	¥2,527million (109.7% YoY)	¥880million (99.6% YoY)	• **Record high Gross Profit** • Operating Profit on target • Number of user companies surpassed 129,000

1Q FY2/27 Highlights

	Net Sales	Operating Profit	Business overview for 1Q FY2/27
Direct Marketing (Vitabrid Japan and 1 other company)	¥4, 356million (122.7% YoY)	¥479million (up ¥703million YoY)	• Advertising investment expanded both new and repeat customers, and combined with successful sales channel development, **drove substantial growth in Net Sales** • 1Q profits rose on **advertising investment curbs**
HR	¥283million (38.4% YoY)	¥2million (up ¥10million YoY)	• Advertising investment and sales channel expansion drove strong Net Sales growth • Profitable for the second consecutive quarter as **JOBTV returned to profitability** after a loss in 1Q FY2/26
Investment	¥497million (up ¥430million YoY)	¥383million (up ¥399million YoY)	• In response to deteriorating startup market conditions, shifted primary focus to investment in solopreneurs • Shifted primary focus to investment in solopreneurs due to deteriorating startup market conditions

Progress vs. Full-Year Forecasts, Revisions to 1H Forecast

FY2/27 Full-year forecast (¥million)	FY2/27 (Plan)	End-1Q FY2/27	Progress	FY2/27 1H plan (previous)	FY2/27 1H plan (revised)
Net Sales	68,000	16,899	24.9%	31,800	32,600
Operating Profit	10,000	3,166	31.7%	3,220	4,640
Ordinary Profit	9,800	3,210	32.8%	3,120	4,600
Profit Attributable to Owners of Parent	5,500	1,984	36.1%	1,550	2,600

- Some profits forecast for 2H are expected to be recognized in 1H in the Direct Marketing and Investment segments.
- No change to full-year forecast

For details, please see "Notice Regarding Revision of Consolidated Earnings Forecasts for the Second Quarter (Interim Period) of the Fiscal Year Ending February, 2027" released on July 15, 2026.

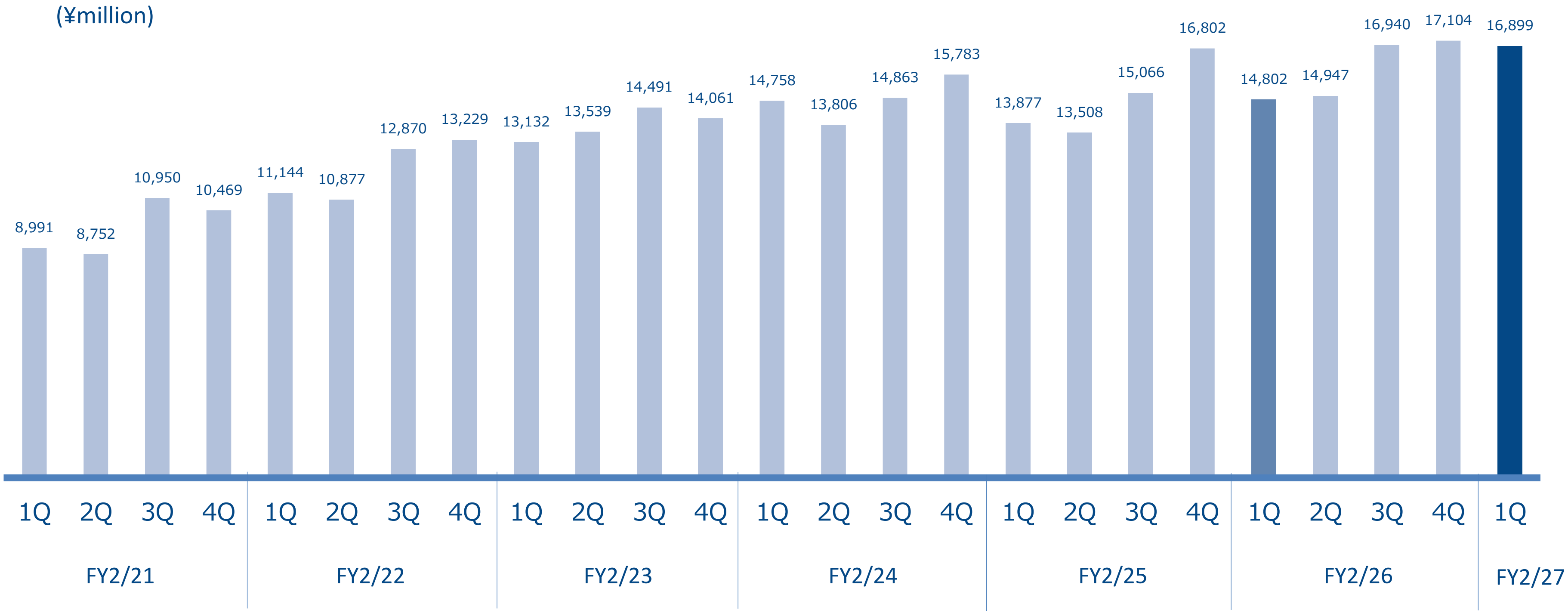
Progress vs. Segment Profit Plan

	Profit Plan by Segment (¥million)	FY2/27 (Plan)	FY2/27 as of end-1Q	Progress
Operating Profit	Consolidated	10,000	3,166	31.7%
	PR and Advertising	5,400	1,420	26.3%
	Press Release	3,250	880	27.1%
	Direct Marketing	1,250	479	38.3%
	HR	100	2	2.3%
	Investment	0	383	–

- Core segment(PR and Advertising, and Press Release) made strong start, should continue driving earnings
- Direct Marketing segment contributed to profit as advertising investment kept below budget
- HR segment made solid start in 1Q, achieving profit despite forecast for loss
- Investment segment beat profit target; will divest over full year based on progress vs earnings targets

Consolidated Net Sales Trend

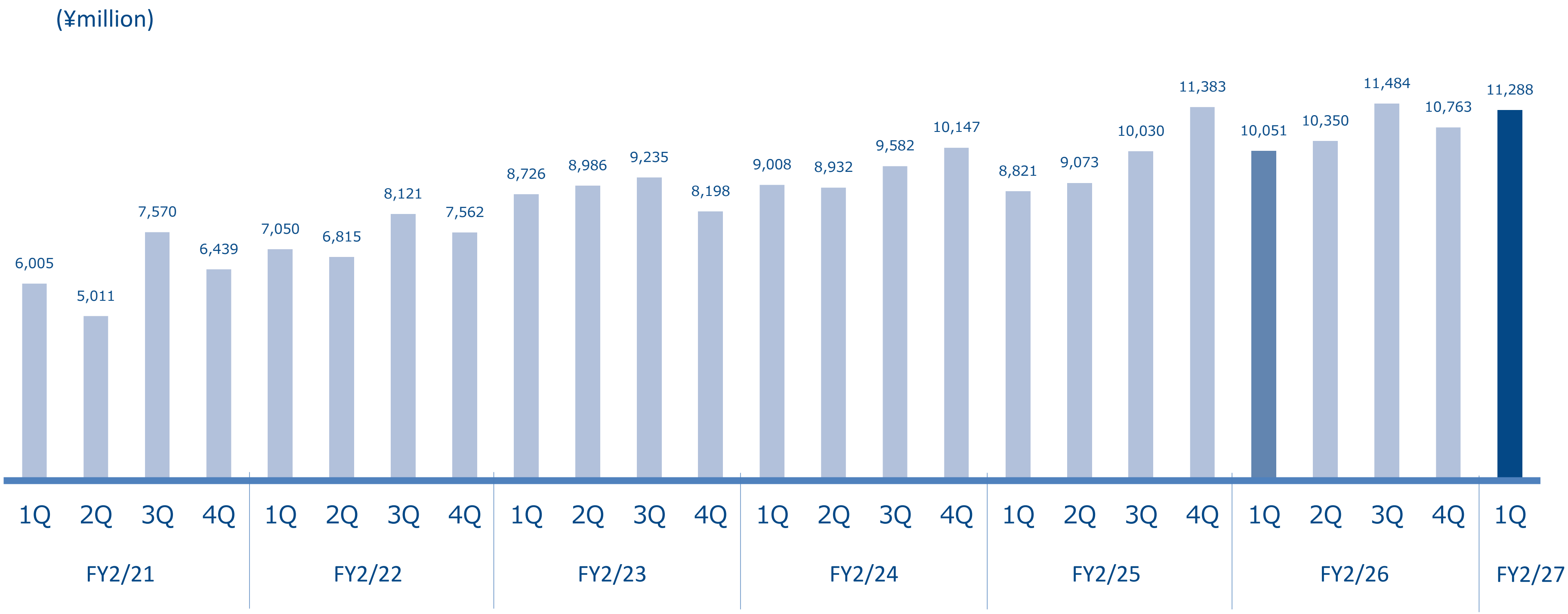
- 1Q FY2/27 consolidated sales reached **record 1Q high of ¥16,899**million (114.2% YoY)



Notes: Accounting Standards for Revenue Recognition were applied from FY2/23

Consolidated Gross Profit Trend

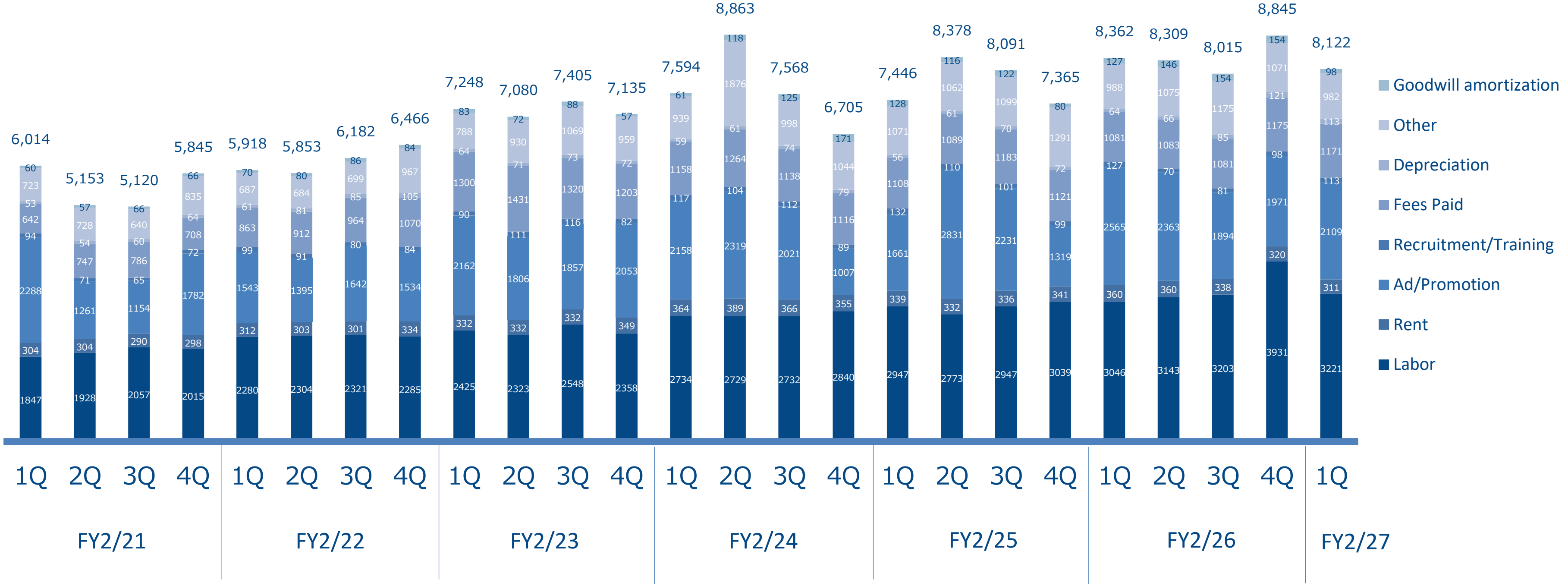
- 1Q FY2/27 consolidated gross profit reached **record 1Q high of ¥11,288**million (112.3% YoY)



Selling, General and Administrative Expenses Trend

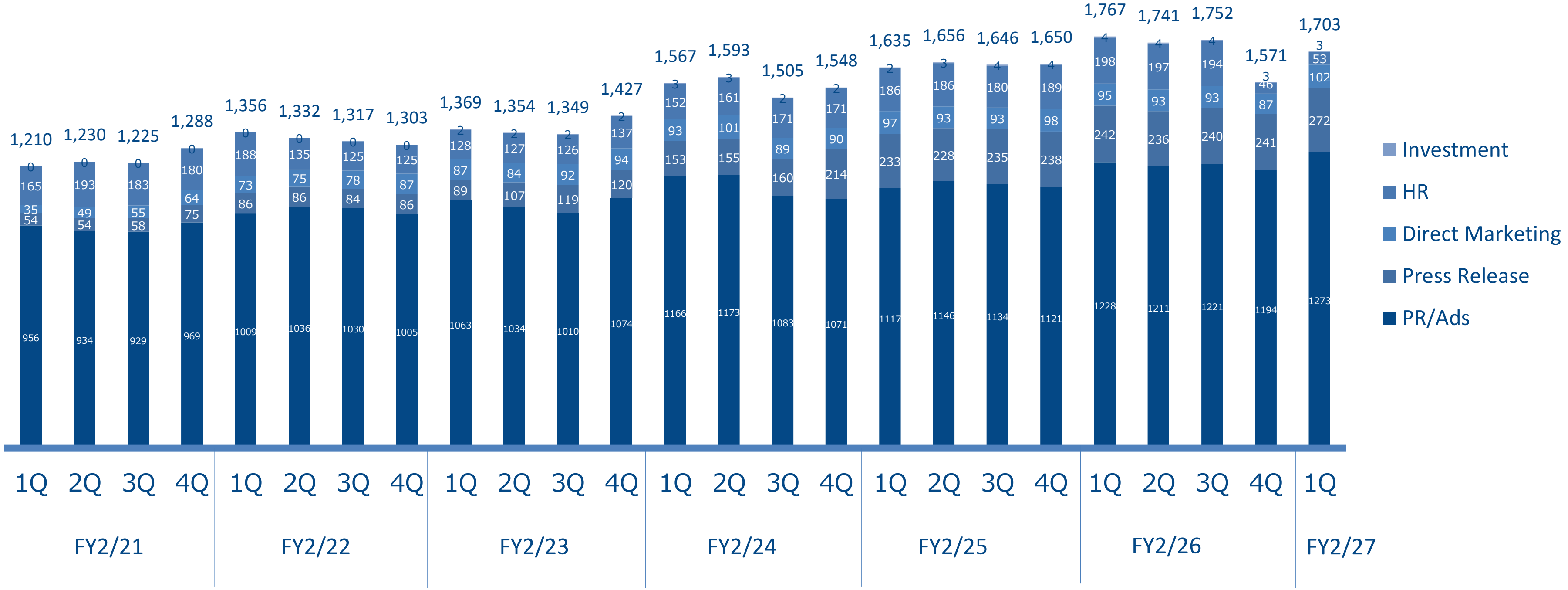
- 1Q FY2/27 SG&A was ¥8,122million (97.1% YoY), reflecting deconsolidation of subsidiary in the previous fiscal year and, lower advertising and promotion expenses in Direct Marketing segment

(¥million)



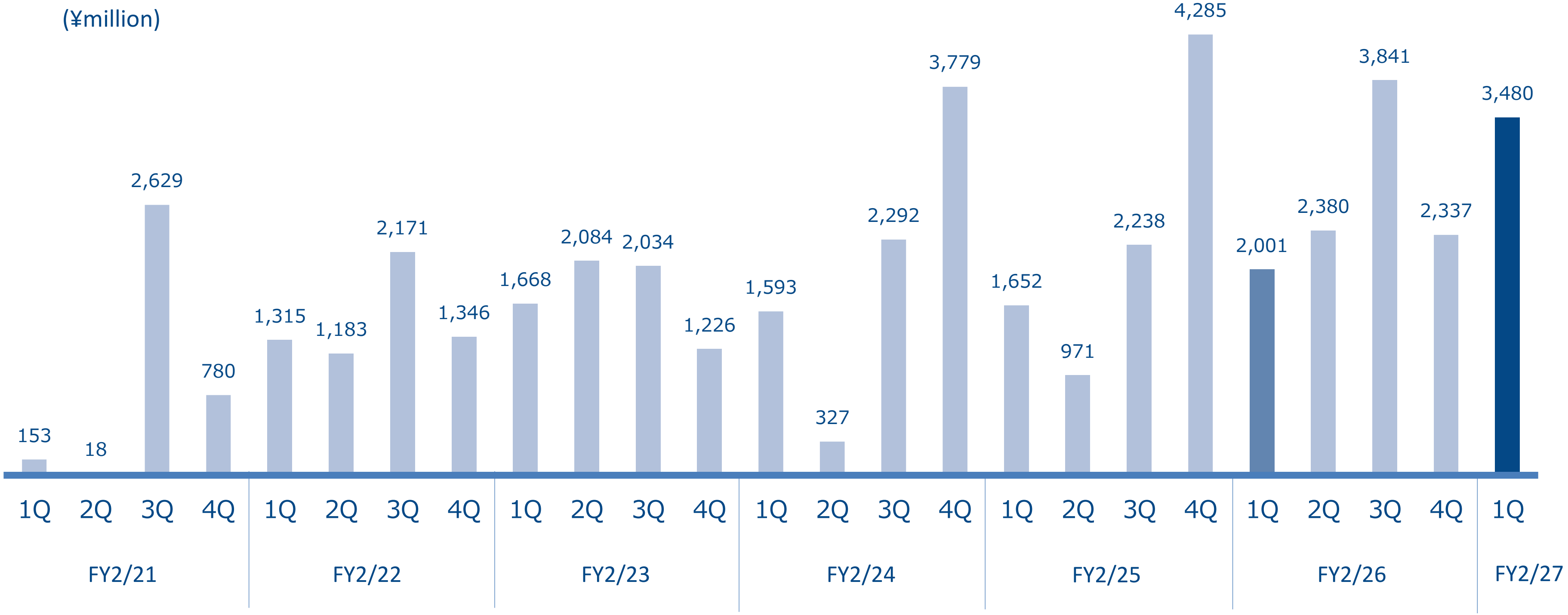
Consolidated Headcount Trend (Quarterly)

- 1Q FY2/27 consolidated headcount increased overall to 1,703 compared to the end of the previous fiscal year, due to new graduate hires and other factors



EBITDA Trend

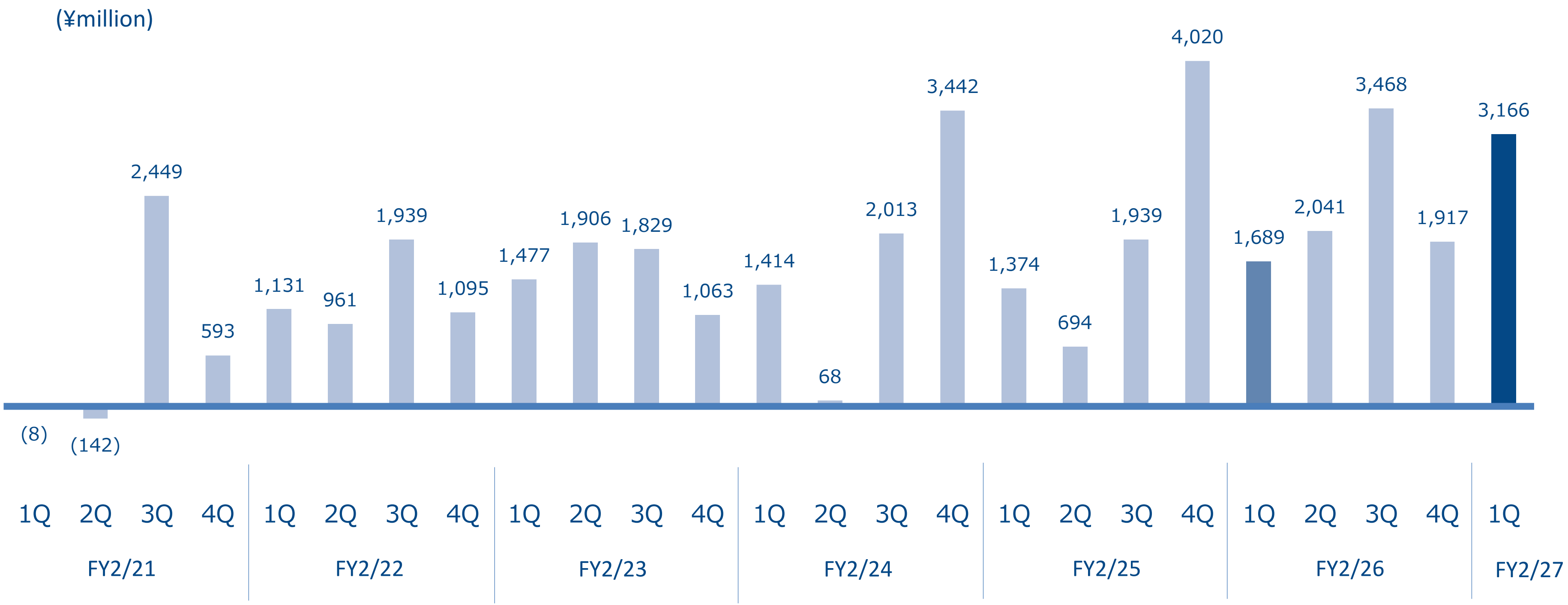
- 1Q FY2/27 EBITDA reached **record 1Q high of ¥3,480**million (173.9% YoY)



*EBITDA = Operating profit + Depreciation + Goodwill amortization

Consolidated Operating Profit Trend

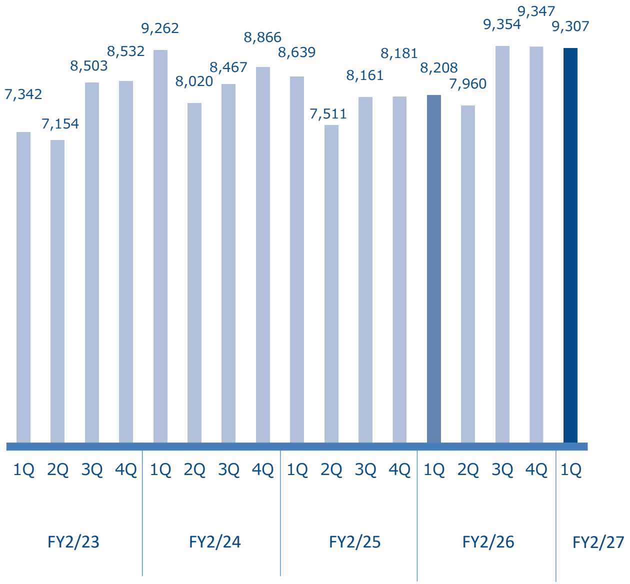
- 1Q FY2/27 consolidated operating profit reached **record 1Q high of ¥3,166**million (187.4% YoY)



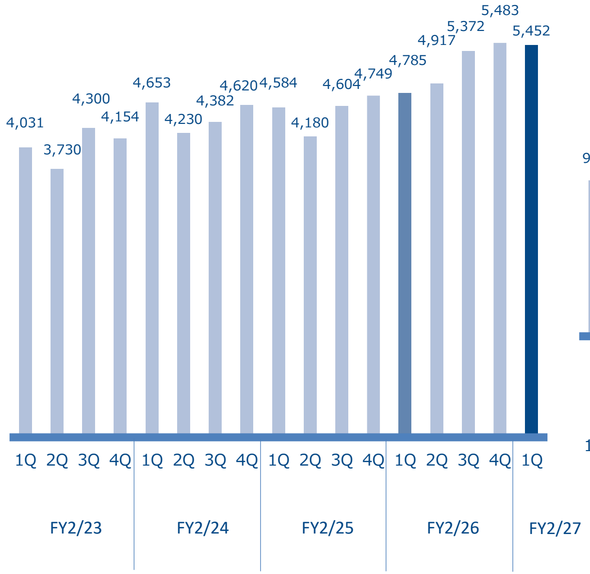
PR and Advertising

- Achieved **record 1Q highs across all metrics**: Net Sales, Gross Profit, and Operating Profit
- We will continue promoting PR x Short Video measures in 2Q to drive further earnings growth

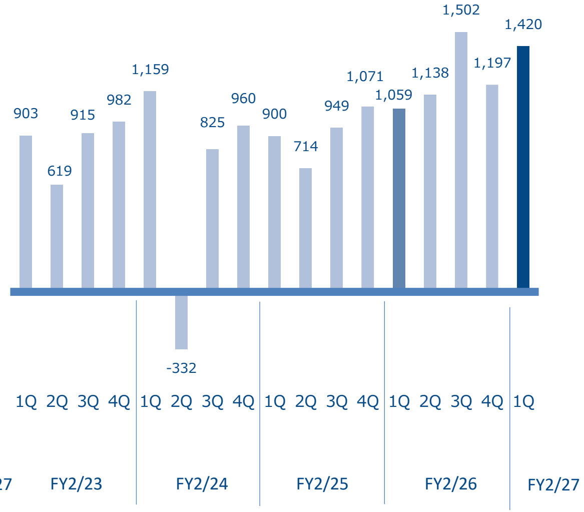
Net Sales (¥million)
¥9,307million (113.4% YoY)



Gross Profit (¥million)
¥5,452million (113.9% YoY)



Operating Profit (¥million)
¥1,420million (134.1% YoY)

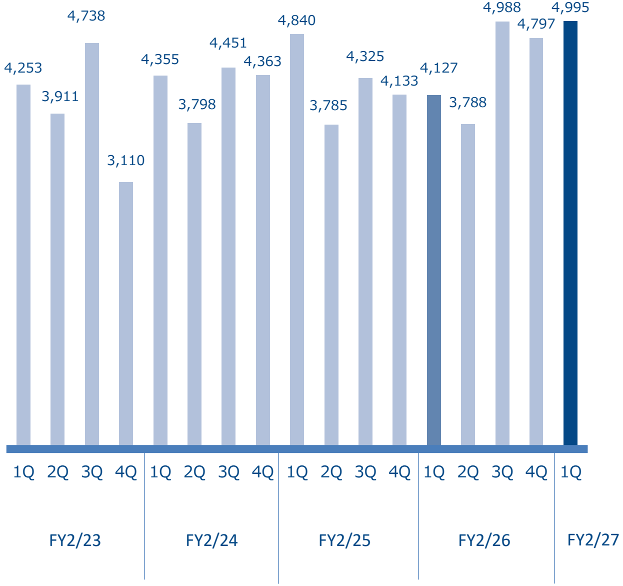


Strategic PR Business (ANTIL, PLATINUM, INITIAL)

- 1Q **Net Sales reached record quarterly high; Gross Profit and Operating Profit also reached record 1Q highs**
- GPM down on rising mix for large high-COGS projects, but **each company achieved ¥200million+ Net Sales growth**
- In 2Q, Strategic PR will continue to play leading role in Group PR x Short Video initiatives, lead overall growth

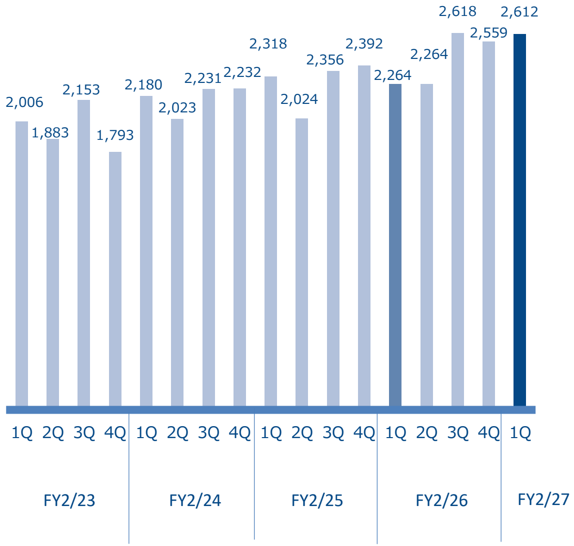
Net Sales (¥million)

¥4,995million (121.0% YoY)



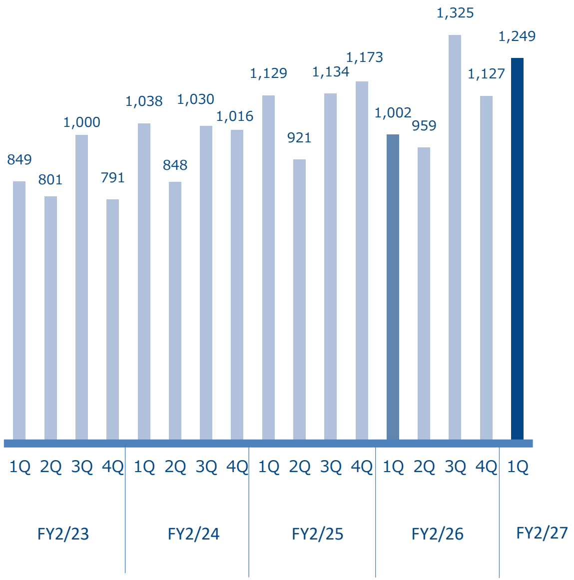
Gross Profit (¥million)

¥2,612million (115.4% YoY)



Operating Profit (¥million)

¥1,249million (124.7% YoY)



Note: Operating profit calculated by adding back royalties paid to Vector

Changing Market Environment, Consolidation of Marketing Budgets

Existing advertising market issues

Declining share of TV ad market

As usage of smartphones, video streaming, and social media rises, time spent on TV viewing (real-time broadcasts) continues to decline, prompting companies to rethink TV advertising budgets and optimize investments for efficiency

Search ad market stagnating

Development of gen AI search results (e.g. AI overview) are resulting in fewer clicks on search ads, making it harder to sustain ad effectiveness

Consolidation of marketing budgets

Overall corporate advertising budgets are on the rise

The need for marketing investment remains. Budgets however are shifting to more efficient channels

Budgets shifting to PR x Short videos

Third-party non-advertising information builds brand trust
Vector provides a platform for this

While the rapid adoption of AI is reshaping the advertising industry, we view it not as a risk, but as a significant growth opportunity.

AI-Driven Efficiency × **Sustainable Competitive Advantage** ＝ **Accelerating Growth and Strengthening Our Competitive Position**

By combining AI-driven efficiency with our established competitive strengths, we are well positioned to adapt to the evolving market environment.
Rather than viewing AI as a threat, we see it as a key driver that supports our long-term growth and enhances our competitive advantage.

Responding to the Rise of AI in the Advertising Industry

①	**AI-Driven Productivity Gains**	Our adoption of AI has enhanced **operational efficiency, reduced costs**, and improved both service quality and delivery speed.
②	**Competitive Advantage in Short Video & UGC**	As AI adoption accelerates in the short video market, **authentic and relatable** content—such as UGC—cannot be replaced by AI, reinforcing our competitive advantage.
③	**Strong Sales Expertise and Customer Base**	For high-value projects, **strong sales expertise and trusted client relationships** remain essential, while our long-established customer base serves as a key source of competitive advantage.
④	**Revenue Stability through Our Retainer Model**	Our retainer model, centered on long-term client contracts, **provides a stable and sustainable revenue base**.
⑤	**The Irreplaceable Value of Strategic PR**	Strategic PR requires sophisticated judgment in strategic planning, story development, and media relations. As a result, it **cannot be replaced by AI**, limiting its impact on our business.

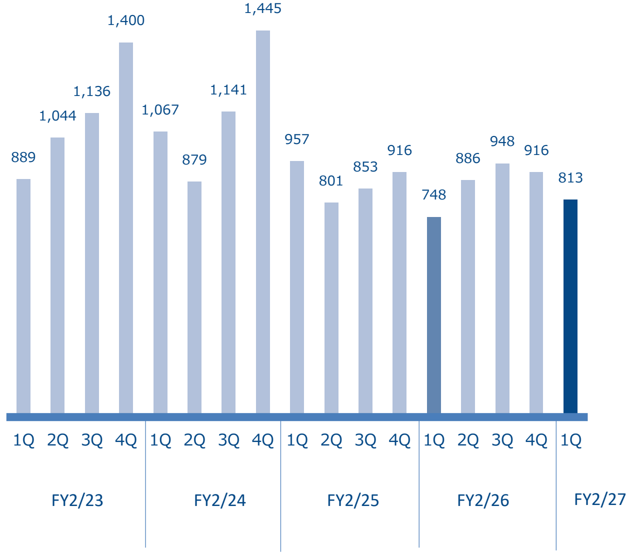
PR and Advertising (Overseas)

Overseas Business

- In 1Q, **the South Korea business booked a one-off loss** due to delays in winning municipal contracts **caused by local elections**
- In 2Q, full resumption of municipal projects after elections will offset the 1Q loss and return the business to stable growth

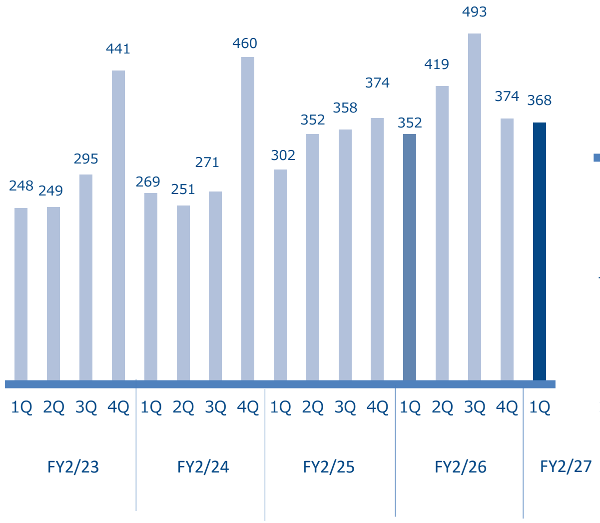
Net Sales (¥million)

¥813million (108.7% YoY)



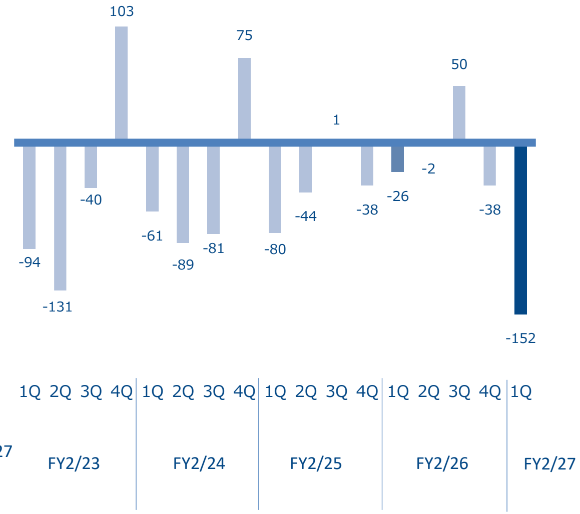
Gross Profit (¥million)

¥368million (104.4% YoY)



Operating Profit (¥million)

–¥152million (down ¥126millon YoY)

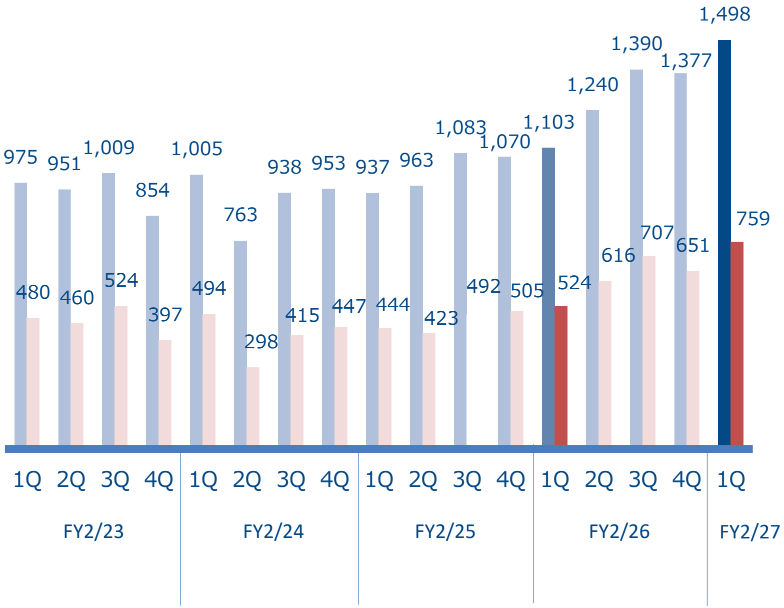


Taxi Signage

- In1Q, steady ad slot and media slot sales drove **record-high quarterly sales and gross profit**
- In 2Q, we will create opportunities by selling new ad menu services and developing the business leveraging our taxi signage expertise

Net Sales (¥million) ¥1,498million (135.9% YoY)

Gross Profit (¥million) ¥759million (144.7% YoY)



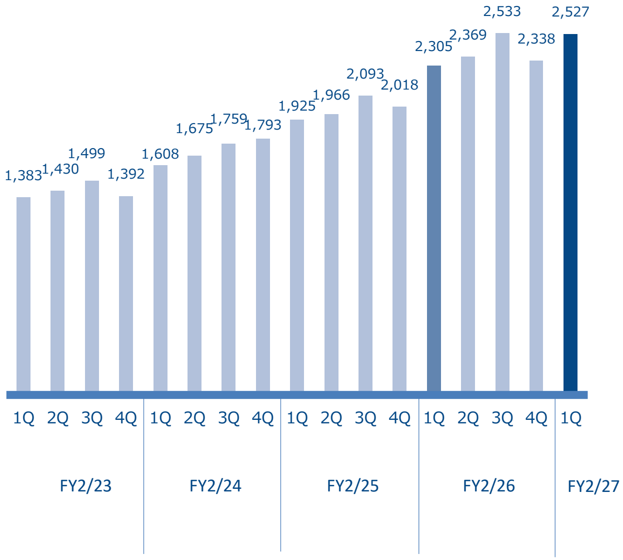
GROWTH のオリジナル情報番組「HEADLIGHT」を週替わりで放映。日々の行動が変わる、幅広い情報をお届けします。

Digital signage has been installed for rear seat passengers in c.11,500 vehicles, the largest scale of taxi signage advertising in Tokyo. This covers roughly 42% of Tokyo's taxi users, who are mainly businesspeople, with video advertisements and media content reaching around 7.7mn people.

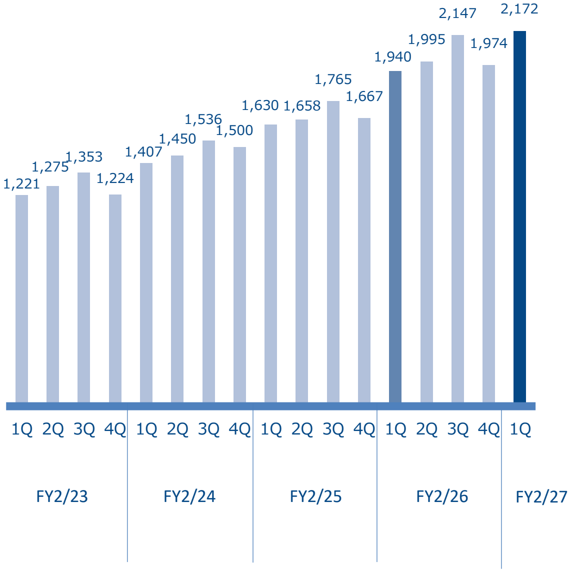
Press Release Distribution

- 1Q **gross profit reached record quarterly high; 1Q sales reached record 1Q high**
- In 2Q, we target sales growth and aim to reach our 1H profit target by acquiring corporate users and increasing usage frequency

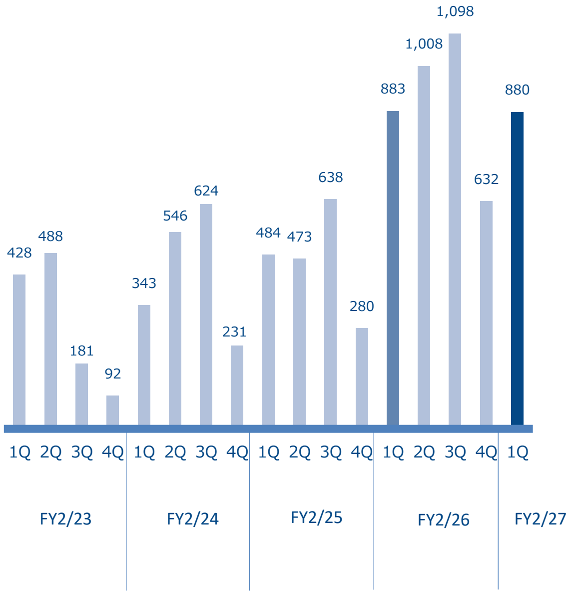
Net Sales (¥million)
¥2.527million (109.7% YoY)



Gross Profit (¥million)
¥2,172million (112.0% YoY)



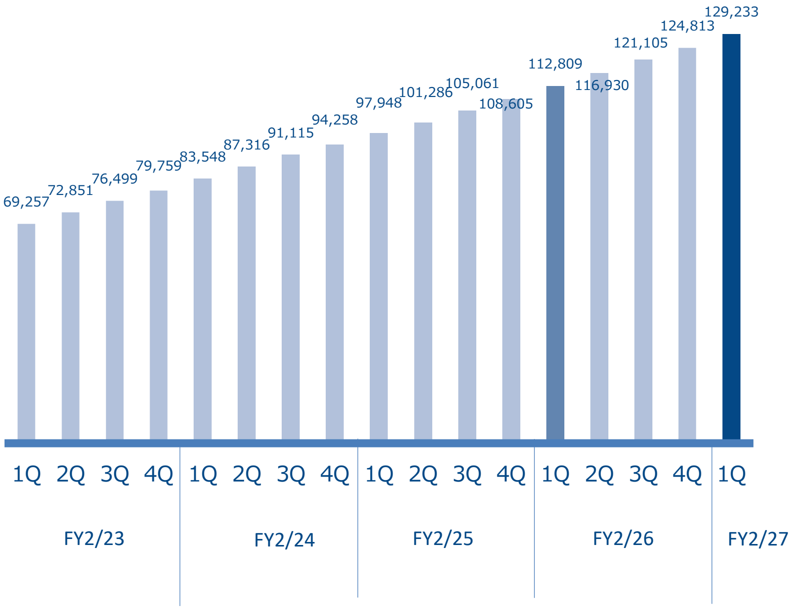
Operating Profit (¥ million)
¥880million (99.6% YoY)



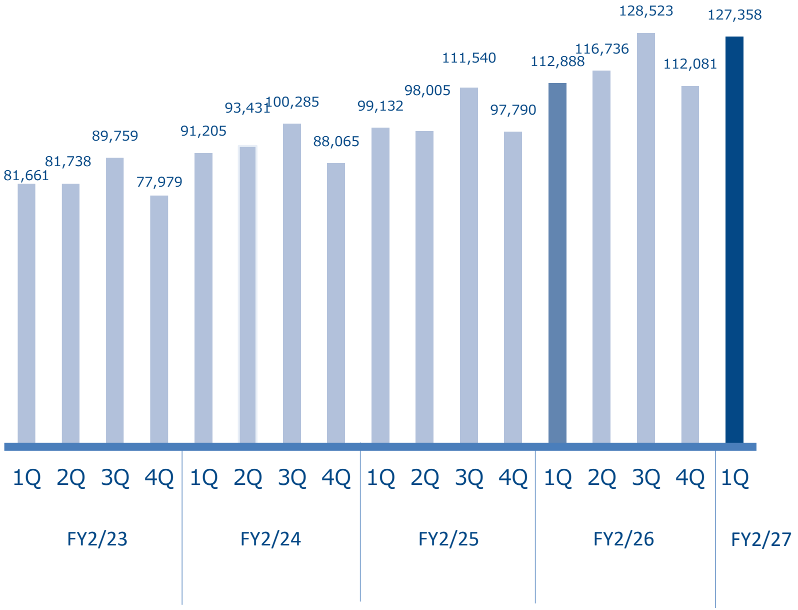
Number of User Companies and Press Release Distributions

- In 1Q, the number of user companies and press release distributions increased sharply year on year
- In 2Q, we aim to increase deliveries by increasing the number of user companies and frequency of usage

Number of user companies: 129,233 (114.6% YoY)



Press release distribution volume: 127,358 releases (112.8% YoY)



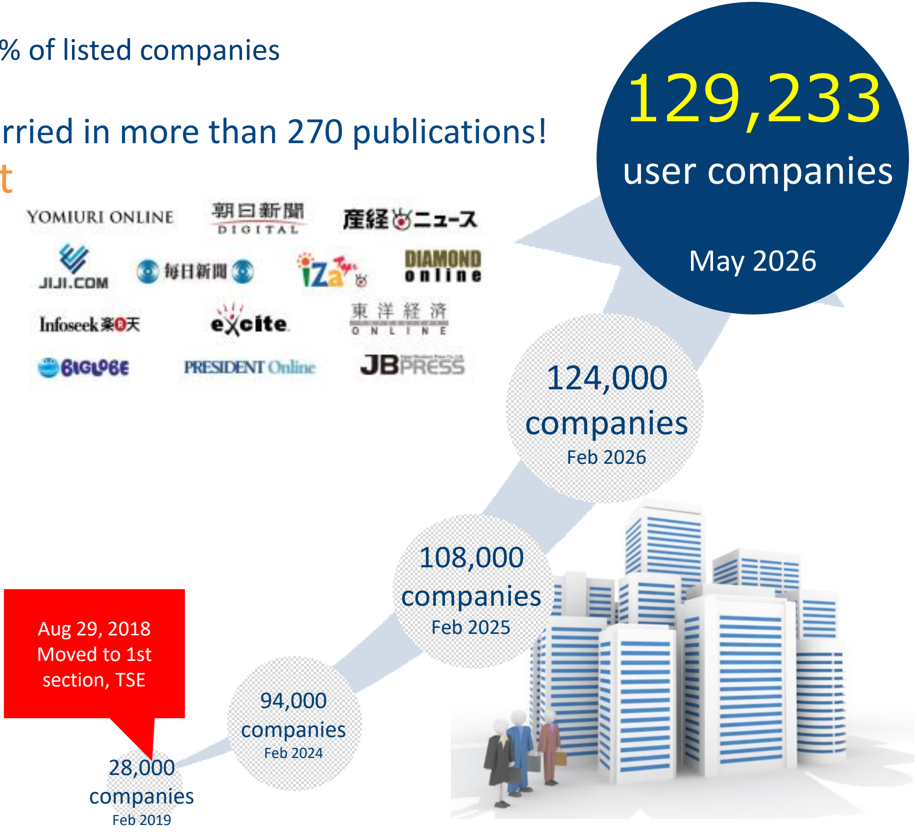
Trend in Number of User Companies and Percentage of Listed User Companies

Japan's No. 1 press release distribution platform PR TIMES

More than 120,000 user companies, used by more than 65% of listed companies

PR TIMES TSE Prime Market

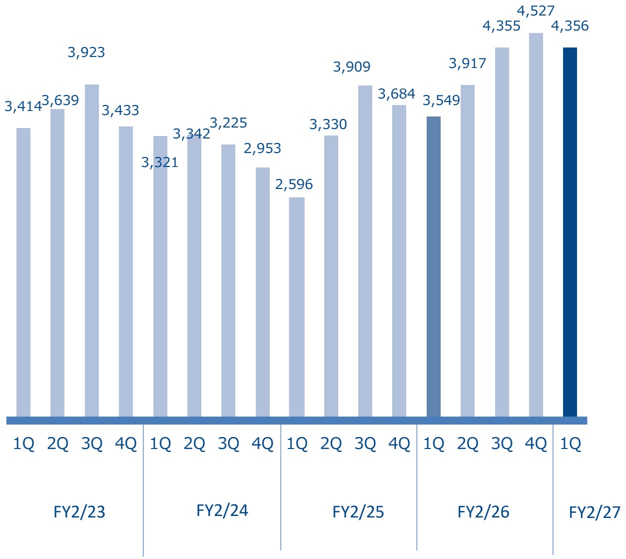
Carried in more than 270 publications!



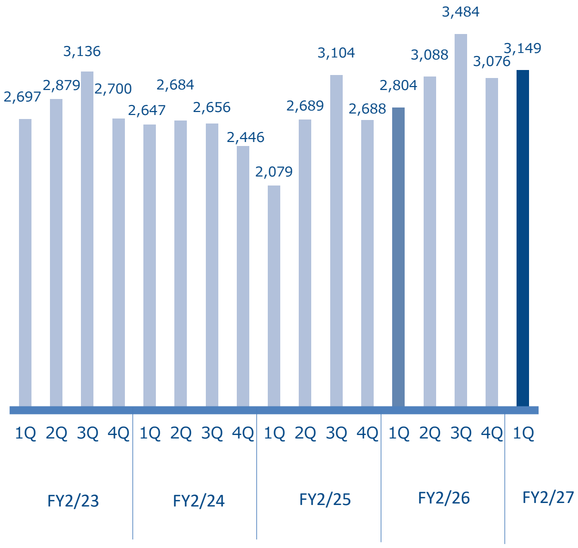
Direct Marketing

- Vector achieved **record highs across all metrics for a 1Q**: sales, gross profit, and operating profit
- Reduced strategic advertising investment from efficiency perspective, contributes to OP
- 2Q saw advertising investments at Vitabrid Japan to drive future sales expansion

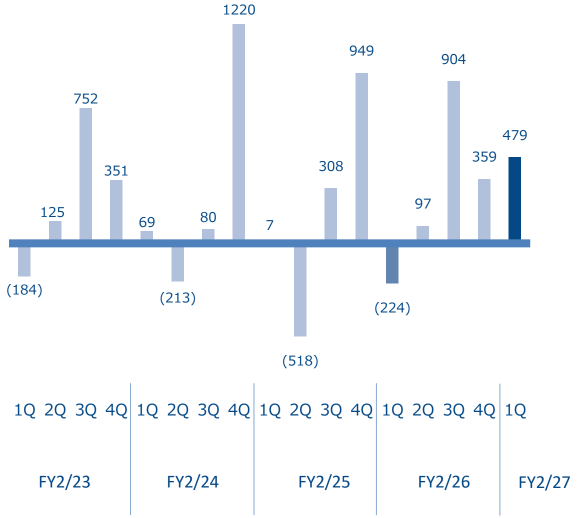
Net Sales (¥million)
¥4,356million (122.7% YoY)



Gross Profit (¥million)
¥3,149million (112.3% YoY)



Operating Profit (¥million)
¥479million (up ¥703.0million YoY)



Vitabrid Japan

- **Listed on the Tokyo Stock Exchange on 2 April 2026**
- Develop highly-functional and strongly-differentiated products that leverage patented technologies and bespoke designs
- Recurring revenue D2C subscription model with expanding channels to drugstores and major e-commerce platforms

Sugar and fat absorption inhibiting supplement Terminalia First continued to perform well following its launch. **No.1 ranked sales** in the Japanese diet market

Long-standing product Vitabrid C Face contains Vitamin C and leverages patented technologies

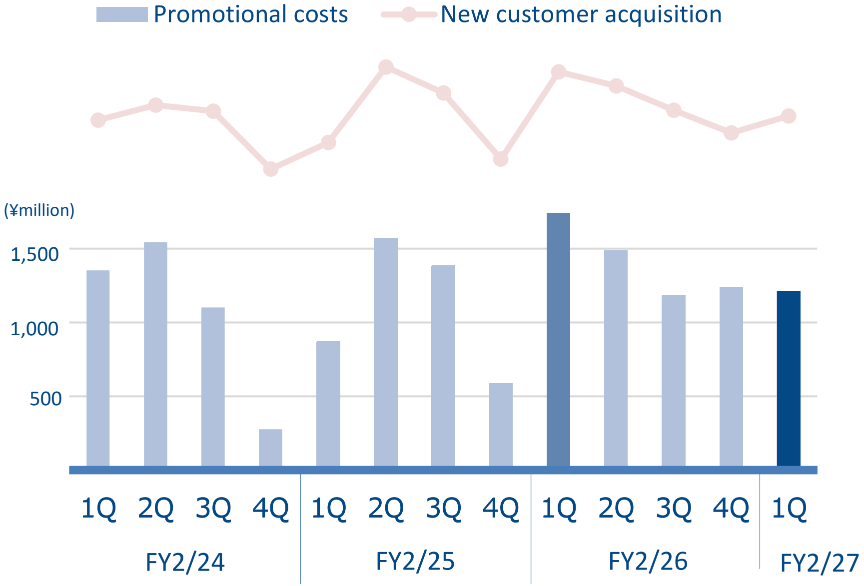
Sales of "Vitabrid Daily GABA," a multifunctional supplement with seven GABA-based functionalities, are **showing steady and robust growth**

Source: Fuji Keizai (H.B. Foods Marketing Handbook 2024–2026 No.1, Functional Food Edition; Diet Market – Total / Brand)

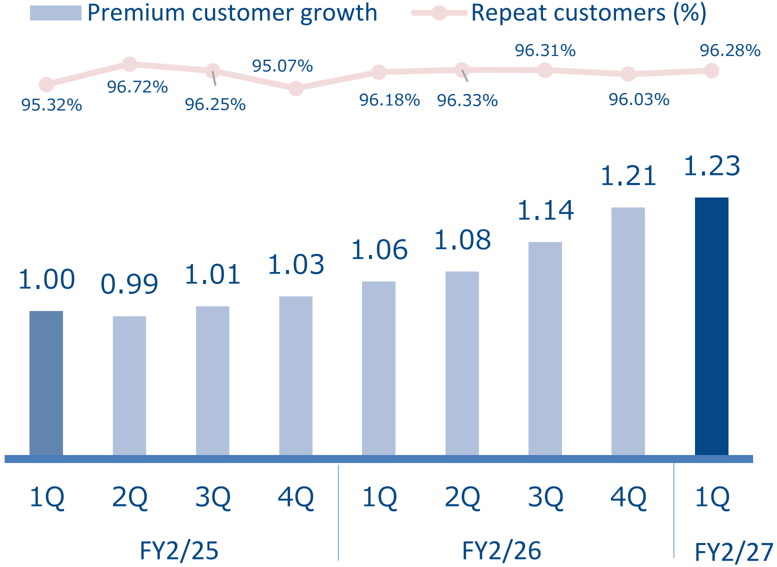
New Customer Acquisition and Premium Customers (Vitabrid Japan)

- In 1Q, **new customer acquisitions grew steadily** in line with advertising investment
- Premium customers grew steadily and are up **23%** on 1Q FY2/25
- New customers acquired via advertising in 1H should become repeat customers in 2H, driving achievement of FY2/27 targets

Promotional costs & new customer acquisition trends



Growth in premium customers, repeat customers



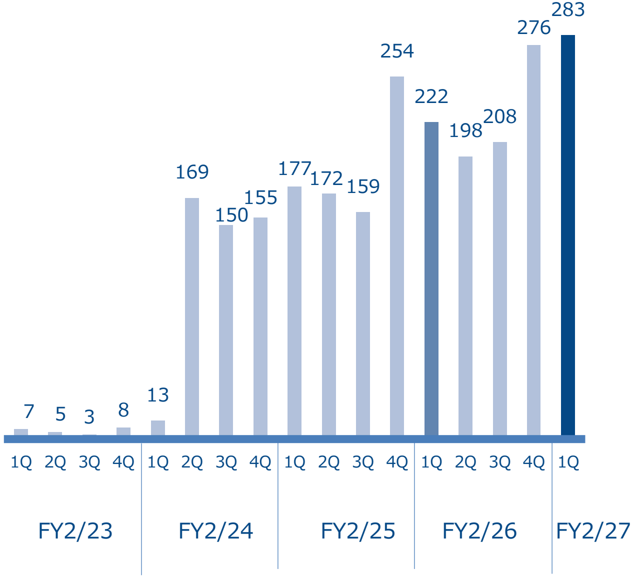
Premium customers: Customers with defined high-value LTV threshold (¥30,000-50,000) based on buying certain profitable products, have made a purchase in last 1 year and have a regular subscription Premium customer retention rate: The percentage of premium customers at previous month end that remain premium customers at current month end

Notes: Slide only shows D2C customers, excludes other sales via other channels

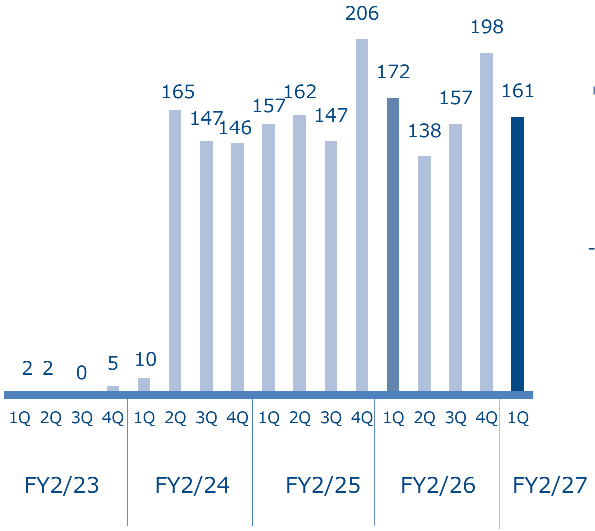
HR

- In 1Q, achieved record Net Sales and profitable for the second consecutive quarter, driven by growth at JOBTV on a standalone basis
- In 2Q, we will continue to expand sales through Short Video recruitment initiatives and well-received recruitment events

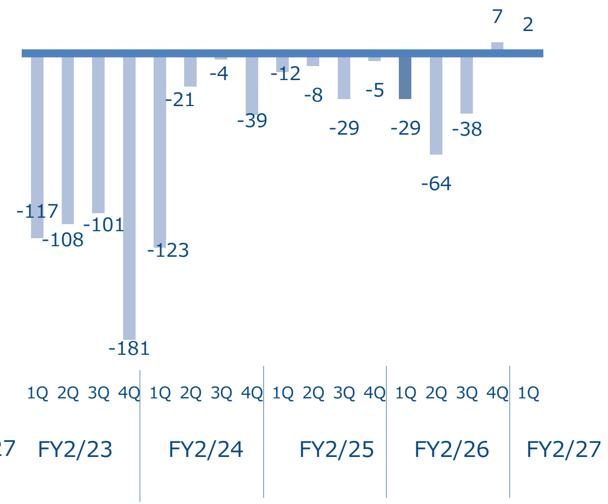
Net Sales (¥million)
¥283million (127.0% YoY)



Gross Profit (¥million)
¥161million (93.6% YoY)



Operating Profit (¥million)
¥2million (up ¥32million YoY)



(Note) Due to the deconsolidation of ASHITA-TEAM, figures have been restated to reflect the JOBTV business only, retroactive to the beginning of FY2/2023.

Growth Strategy for New JOBTV

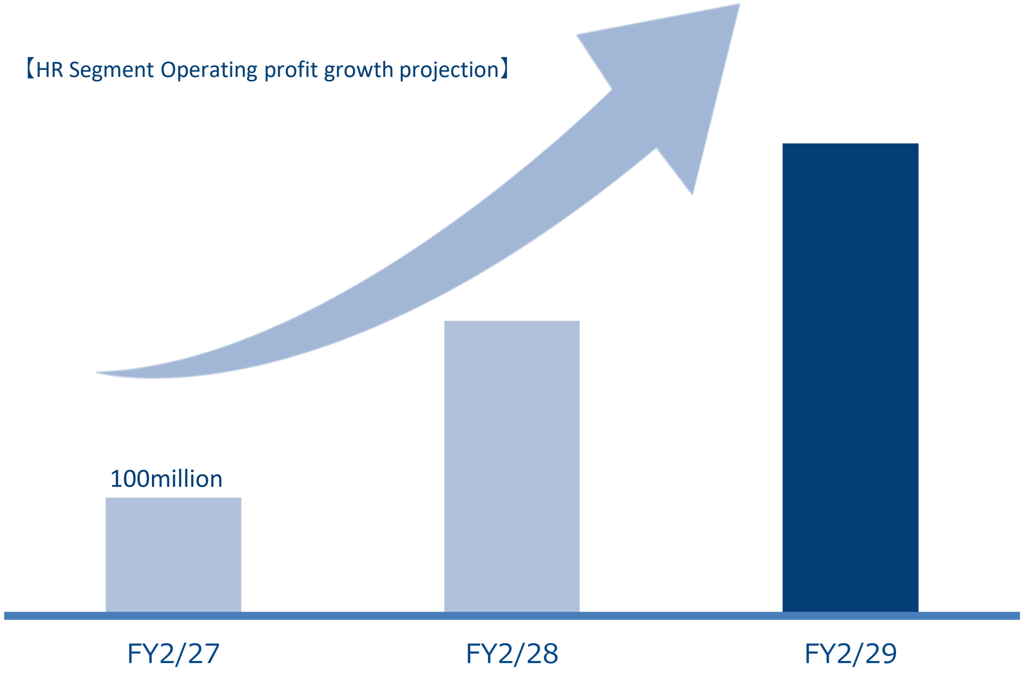
Video recruitment platform "JOBTV" fully updated in April 2026

Revamped revenue model driving strong growth

From "search" to "immersive" UI/UX
Provides intuitive operations like social media apps that Generation Z use daily, including continuous playback for Short Videos and broader content. Dramatically improves student viewing times and engagement.

Introduction of recruitment documentaries
Rather than superficial PR videos, they cinematically depict the struggles on the ground and the challenges facing companies, promoting better understanding and generating deep empathy.

Strengthened data utilization
The control screen has been updated to be more user-friendly for corporates. It offers management functions that visualize student viewing behavior and data of interest and directly translates the effectiveness of the audience acquisition ecosystem into corporate recruitment activities.



Full-fledged roll-out of customer acquisition ecosystem that combines
SNS x Video media x in-person events
SEESAS x JOBTV (Customer acquisition ecosystem)

JOBTV

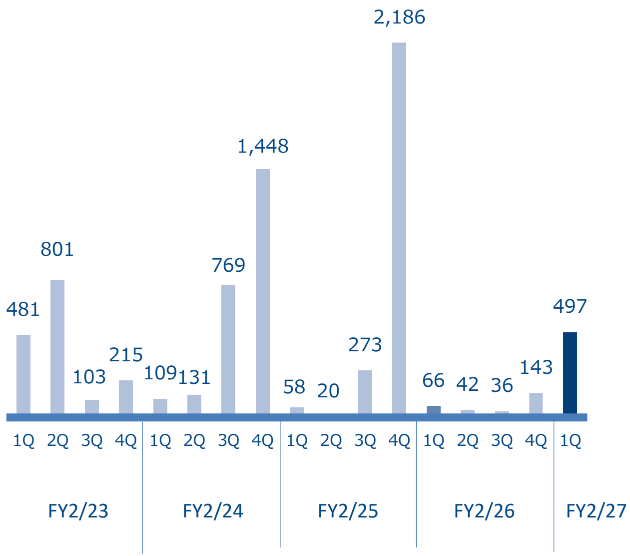
Gen Z Behavior Model	Surf Encounter	Engage	Search	Action	Share
JOBTV Functions & Roles	Organic Social Media Management	New JOBTV Media	New JOBTV Media	In-person recruitment event	When interested students share information on social media, a structure can be created allowing information to spread even further
Value of a Customer Acquisition Ecosystem	By utilizing short videos, we can reach the potential Generation Z audience through corporate ranking lists and third-party perspective content.	UI optimized for Short Videos. Achieves intuitive operations like video streaming platforms. Recruitment documentary videos depict real workplaces and employee stories foster empathy among students.	Students developing interest from videos can seamlessly dig further into company sites and find detailed information within, deepening their understanding of a company.	Creating opportunities for direct interaction with students interested in the media. Achieves a key match between corporate values & student potential via unique programs such as business contest workshops and PR planning workshops.	

Investment

- In 1Q, sale of securities drove higher sales and profit
- Shifted primary focus to investment in solopreneurs due to deteriorating startup market conditions

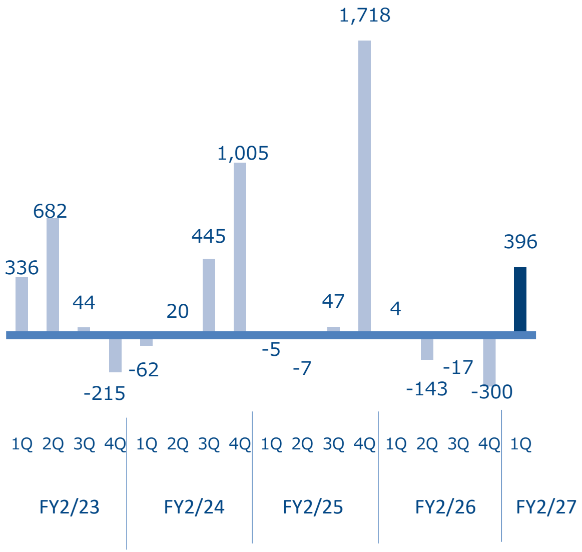
Sales (¥million)

¥497million (up ¥430million YoY)



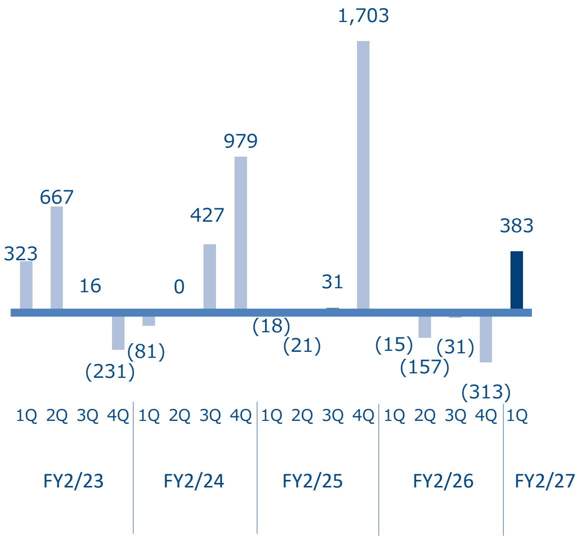
Gross Profit (¥million)

¥396million (up ¥392million YoY)



Operating Profit (¥million)

¥383million (up ¥399million) YoY



New Strategy for "Solopreneur" Investment Business

Shifting core focus to investment model targeting AI-enabled **solopreneurs** with ultra-low overhead
Dual-exit investment strategy combining traditional IPO model

Comparison	Previous model	New strategy (solopreneur)
Investment phase	Series A/B (Market cap ¥1bn–2bn)	**Seed/early stage** Market cap below ¥500million
Investment amount	¥30million–50million *Median	**¥10million–20million**
Target exit	TSE Growth market IPO Market cap ¥10bn+	**Small-to-midrange M&A** (Market cap ¥3bn–5bn)
Assumed Timeline	7–10 years	**3–5 years** (Strategic M&A buyouts)
Risks and challenges	Extended listing review period IPO underpricing due to adverse macro conditions	**Give non-monetary value** (Sourcing barriers rising)

Sourcing strategy rollout

- Academy launch
- Formation of closed communities
- Solopreneur TV offering etc

Risk diversification, maximizing at-bats, rapid recovery model

Solid Track Record of Investment in Growth Fields

= IPO completed

IoT- Security – Technology – Bio

Lagbar, infoNet, gengo, AstroX, REVOLVER, uhuru, CSC, LiveSmart, Secual, TRINITY, MabGenesis, Human Life CORD, PHONE APPLI, SWITCH SMILE, OrganTech, medi, QR Translator, ASSEMBLEPOINT, AOS DATA, 本村重工株式会社

AI- Big Data

AI CROSS, SecondXight analytica, Headwaters, メトロエンジン, Poetics, VIRTUSIZE, VISITS Technologies, X-Locations クロスロケーションズ, SushiAI

Marketing - Sales

QON, Branding Technology, WILLGATE, SALES ROBOTICS, ACROVE, SalesNow, Flagship Orchestra, ALLIANCE CLOUD, LISUTO!, basic, Essen, COMIX, FULLER, AdInte, Algorithm, VALUE CREATION, foriio, Widsley, ENRISSION, identify, xOperation group, kuzen, SubFac

D2C

ADVATEC, Grand Bleu&Co., High Link, Vegetable Tech, PIALA, WaQoo, Wondershake, Oops

Food & Beverage - Retail - Beauty - Services - Healthcare

TERMINAL, SARAH, GO TODAY SHAiRE SALON, MiRTeL, Wagyu Mafia, VEGEO VEGECO, まん福, adval, WAmazing, Fun, エアトリ, FUN UP inc., IZUMI-IZM GROUP, i-Seed inc, zentokyo, SOELU, ReNet.jp Group, The Ethical Spirits & Co., デジキュー, TORAIZ, 株式会社一家ダイニングプロジェクト

Fintech - Real Estate Tech

RESIDENCE TOKYO, リノベる。, LEEWAYS, SIRE, milize, SYLA, bitFlyer, TakeMe, Quants, IMPACT CIRCLE, LENDY, SPACE AGENT, GLOBAL LINK MANAGEMENT, ele-style, Phil Company, Inc., Warranty technology, Wine Bank, FANTAS, ACTIVE ASSET MANAGEMENT.CO.,LTD

HR-Human Resources-Education Related

ROXX, Refcome, 地球人.jp, HANDICAP CLOUD, INBOUND TECHNOLOGY, TWOSTONE & Sons, LEADING MARK, HALLHEART, Mental Health Labo, HR CLOUD, flamingo, Life is Tech!, DRIVER, Maple Systems, スタディポケット, Infratop, Edu Future, Take Action, Anotherworks

Sharing economy

SHARING TECHNOLOGY, unito, Audiostock, alice STYLE, Ancar, Laxus, nearMe., LIVERO, pickyou

DX

ROBOT PAYMENT, MentalHealth Technologies, boost technologies, ORIGINAL Inc., KAKUCHO, HATCHWORK, bravesoft, Uniforce, Allm, Canly, CONOC, WELLNEST communications, BCC株式会社

Other B2B services

MINKABU THE INFONOID, WILLs, SHIKIGAKU, W TOKYO, WHITE HOLE, INBOUNDTECH, FUNDOM!, レトリバ, JX通信社, RECEPTIONIST, Talknote, コンテンツヨ, Tabi Life, UPSELL TECHNOLOGIES, ブルーリーフパートナーズ株式会社, Helpfeel, stayway, ENE CLOUD, ALPACA.LAB, CLASS, ATOMica, YOUPACE, PathFinder, CasTech, REDCLIFF, BPOテクノロジー, QLEAN

Other toC services

FREE DOM, SPATIAL, MONOCO, HOGUGU, PROGRIT, TimeTree, Nagisa, naco-do, Nailie, LANIMAL, 4コマgram, GRAND DESIGN, OPENREC, ORIGINAL LIFE,INC., X-mobile, 交換できるくん, SPORTS CROWN, LASTONEMILE

Recent IPOs from Investments

Supporting corporate growth through capital and PR/IR (total of 34 IPOs).

Date of listing	Company name
Mar. 31, 2016	AirTrip Corp.
Nov. 18, 2016	Phil Company, Inc.
Dec. 20, 2016	Renet Japan Group, Inc.
Aug. 3, 2017	SHARINGTECHNOLOGY INC.
Dec. 12, 2017	Ikka Holdings Co., Ltd.
Dec. 13, 2017	Global Link Management Inc.
Dec. 11, 2018	PIALA INC.
Feb. 22, 2019	SHIKIGAKU. Co., Ltd.
Mar. 19, 2019	MINKABU THE INFONOID, Inc.
Jun. 21, 2019	Branding Technology Inc.
Jun. 25, 2019	infoNet inc.
Oct. 8, 2019	AI CROSS Inc.
Dec. 17, 2019	WILLs Inc.
Dec. 18, 2019	BuySell Technologies Co., Ltd.
Mar. 26, 2020	Cyber Security Cloud, Inc.
Jul. 7, 2020	TWOSTONE&Sons
Sep. 28, 2020	Headwaters Co., Ltd.

Date of listing	Company name
Dec. 18, 2020	Inbound Tech Inc.
Dec. 23, 2020	Koukandekirukun, Inc.
Jun. 29, 2021	Waqoo, Inc.
Jul. 6, 2021	BCC
Sep. 28, 2021	ROBOT PAYMENT INC.
Sep. 28, 2021	Livero Inc.
Nov. 24, 2021	Last One Mile Co., Ltd.
Mar. 28, 2022	Mental Health Technologies Co., Ltd.
Apr. 4, 2022	SecondXight Analytica, Inc.
Sep. 29, 2022	PROGRIT Inc.
Mar. 31, 2023	SYLA Technologies Co., Ltd.
Jun. 29, 2023	W TOKYO INC.
Nov. 22, 2023	VALUE CREATION Co., Ltd.
Mar. 26, 2024	HATCHWORK CO.,LTD.
Sep. 25, 2024	ROXX, Inc.
Jul. 24, 2025	Fuller, Inc.
Mar. 25, 2026	Basic Inc.

Consolidated Statement of Profit and Loss

(¥million)	FY2/26 1Q	FY2/27 1Q	Difference	YoY Change
Net Sales	14,802	16,899	+2,097	114.2%
Gross Profit	10,051	11,288	+1,236	112.3%
EBITDA	2,001	3,480	+1,479	173.9%
Operating Profit	1,689	3,166	+1,476	187.4%
Ordinary Profit	1,698	3,210	+1,512	189.1%
Profit before Income Taxes	1,670	3,240	+1,570	194.0%
Profit Attributable to Owners of Parent	767	1,984	+1,216	258.6%

Consolidated Balance Sheet

(¥million)	FY2/26 End	FY2/27 as of end-1Q	Difference	YoY Change
Total assets	47,293	48,650	+1,357	102.9%
Cash and deposits	22,273	24,222	+1,949	108.8%
Goodwill	2,856	3,600	+743	126.0%
Operational investment securities + investment securities	2,783	2,686	-96	96.5%
Other	19,380	18,141	-1,238	93.6%
Total liabilities	20,152	19,098	-1,053	94.8%
Borrowings ＋ bonds	7,595	8,818	+1,222	116.1%
Other	12,556	10,280	-2,275	81.9%
Net assets	27,141	29,552	+2,410	108.9%

Company Strategy

From Asia No. 1
to Global No. 1 in PR

From the ¥150bn PR market

to the ¥8tn advertising market

Becoming a Fast Company in the Advertising Industry

Low Cost, Middle Quality, Speedy

Revolutionize the advertising industry like UNIQLO did in fashion and Nitori for home furniture

What a "FAST COMPANY" Means in the Advertising Industry

	Full-service agency	Vector Group
Value Proposition	Haute Couture	Fast Fashion
Speed	Several Months	Instant / Speedy
Cost	Hundreds of Millions of Yen	Low Cost
Quality	Premium Offering	Optimal Quality

Under our "Fast Company" concept, creating an infrastructure company that can distribute information at a cost from ¥0 to ¥100million

Media Business

Operation, development, and networking of category media

Press Releases	PR Consulting	Short Video	Influencer	Digital Marketing	Digital Signage
Japan's No.1 PR distribution service with over 40,000 clients. Trusted by 65% of listed companies, offering unmatched reliability and media exposure.	Expert PR consultants deliver optimal communication strategies from planning to execution, backed by extensive experience.	Rapidly expanding engagement on short-form video platforms including TikTok, Instagram Reels, and YouTube Shorts.	Driving brand growth for corporate products and services by leveraging social media influencers.	Providing end-to-end support from website and system development to digital promotion. Our services also include ad distribution, owned media management, and PR/IR video production.	Powering next-generation communication through Tokyo's largest taxi signage network and premium DOOH (Digital Out-of-Home) media.

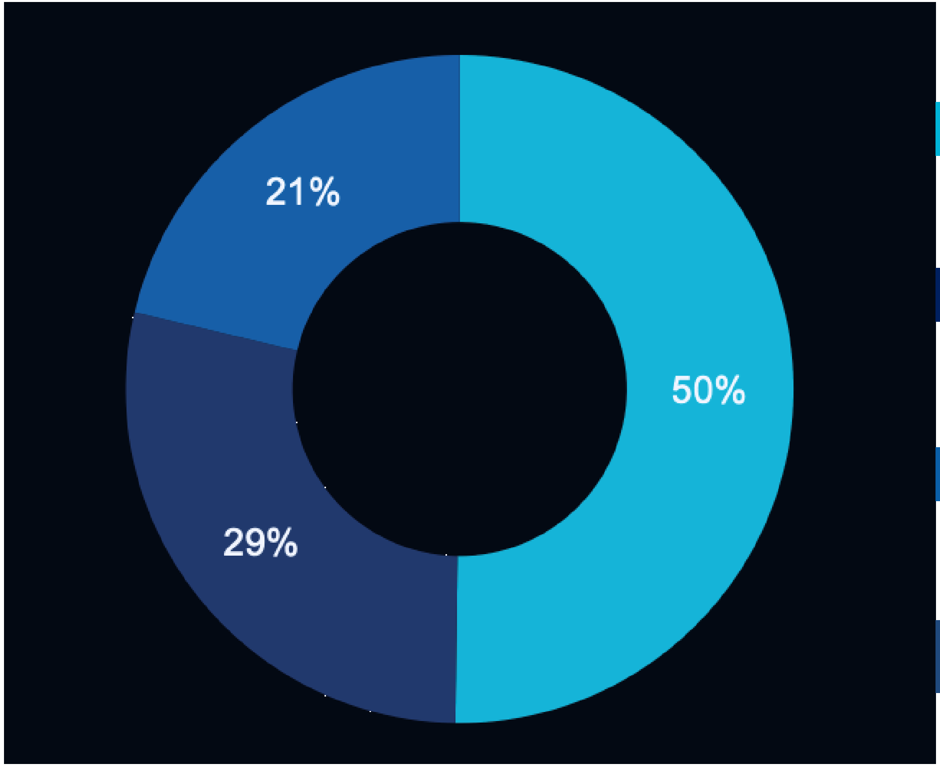
¥0 → ¥100million/year

Decline in TV commercials

Disruption of online advertising by AI

Advertising industry facing a period of transformation

Short Video advertising is the fastest-growing segment in the dominant digital market



50.2% Internet Advertising expenditures
¥4.0459tn

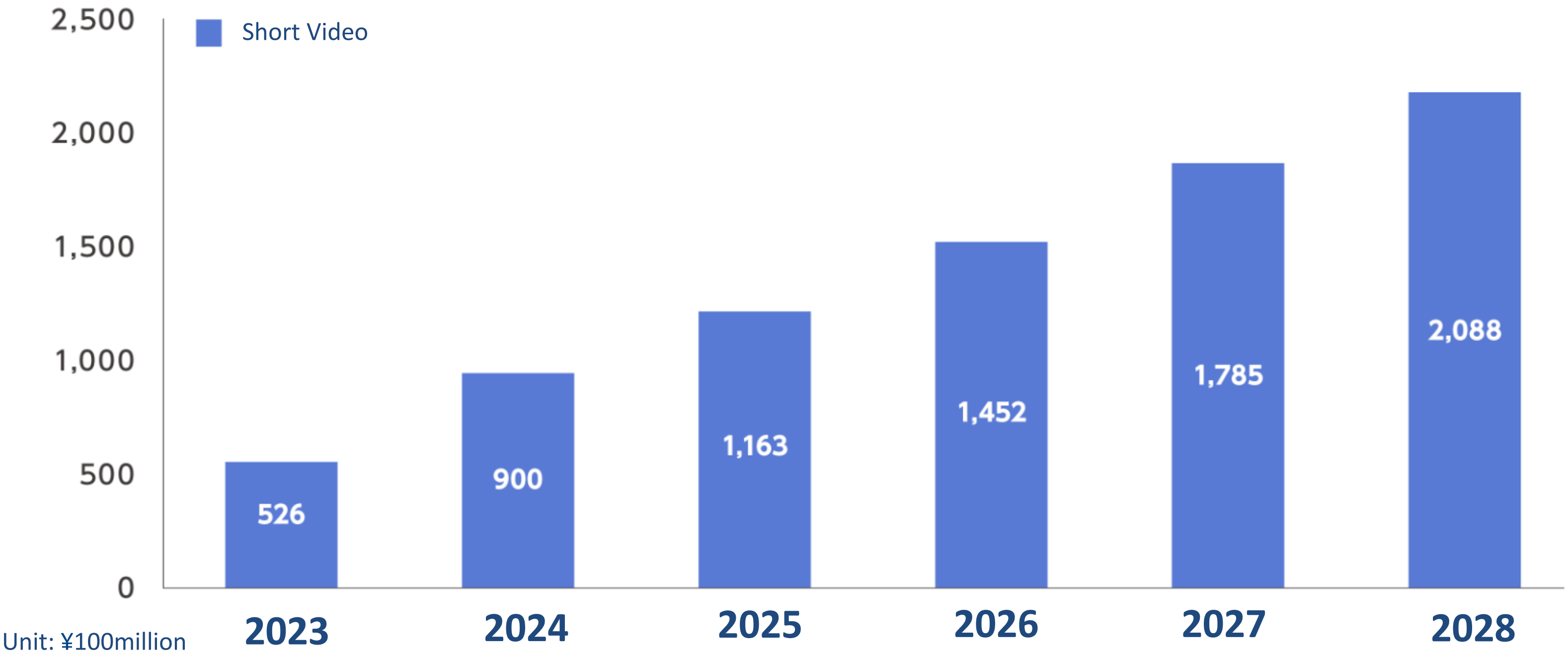
28.5% Traditional Media Advertising expenditures
¥2.298tn

21.3% Promotional Media Advertising expenditures
¥1.7184tn

▶ **Fastest growth in the digital market: Short Video**

Source: Dentsu "2025 Advertising Expenditures in Japan"

Market size in 2024 reached ¥90bn, up **171.1%** YoY.
Projected to reach ¥116.3bn in 2025 and ¥208.8bn by 2028.



Source: CyberAgent / Digital InFact

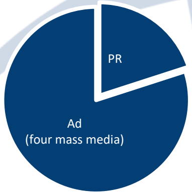
PR×Short Video Vision

We are going all in on Short Video to become
the next-gen infrastructure for market reach

An era of rapid dissemination via Short Videos, with PR as the starting point

Becomes mainstream to spread information via press conferences and releases using PR in TV, newspapers, and magazines

Ad
(four mass media)



Becomes mainstream to spread information efficiently by using digital advertising with influencers, social media, video, etc., with PR as the starting point

PR

Ad
(four mass media)

Viral promotions go mainstream, using dissemination of user generated content (UGC) and emotional resonance via Short Videos, with PR as the starting point

Digital ad

PR

Ad
(four mass media)

Short
Video

Digital ad

PR

Ad
(four mass media)

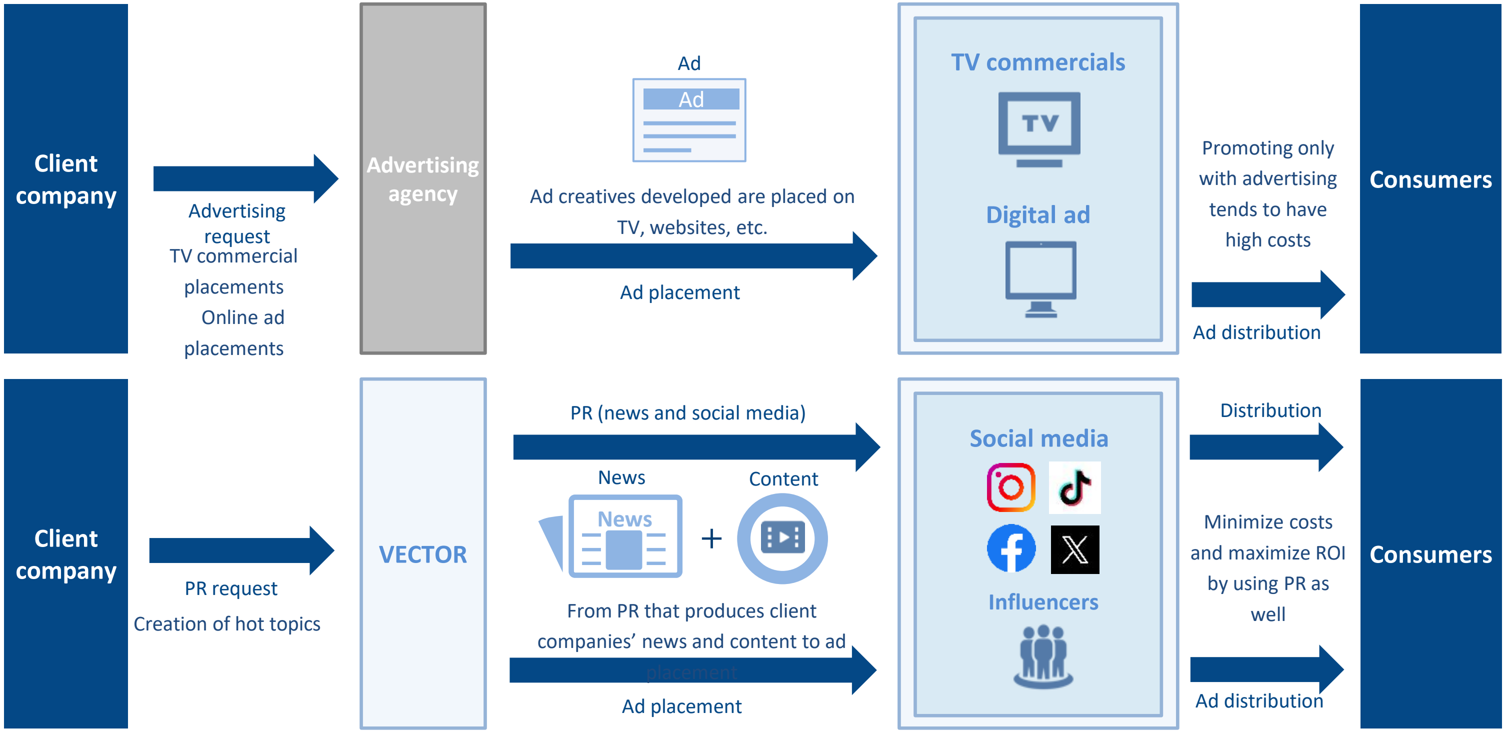
four mass media (television, newspapers, etc.)

four mass media with PR as the starting point

Social media and digital advertising with PR as the starting point

Short Videos with PR as the starting point

Advertising agencies spread the word using advertising, while Vector spreads the word using news, social media, and more



Short Videos are short vertical videos that typically run for 15 to 60 seconds
Representative platforms include TikTok, Instagram Reels, and YouTube Shorts

▼Short Video media

TikTok Shorts Instagram X

▼ Trend in number of TikTok users

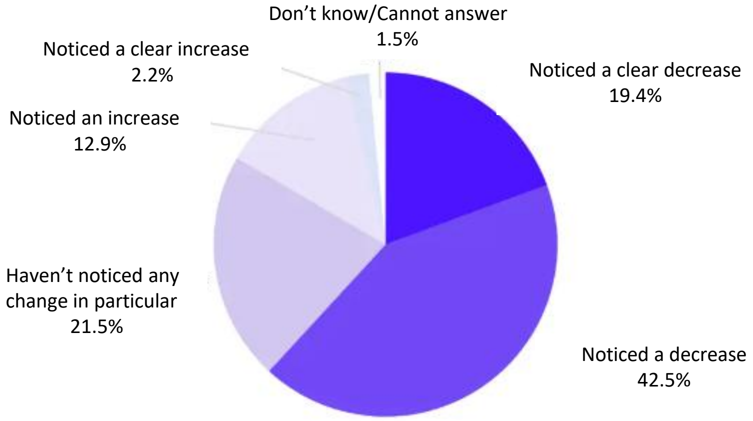
2023
Number of users
in Japan
17million

TikTok
2025 Number of
users in Japan
42million

Underlying Factor 1: Threat of Disruption of Online Advertising by AIO

Total Google searches are declining due to the impact of AI Overviews (AIO)

Q. From March 2025 onward, have you noticed a change in traffic from natural searches to your company website due to impact of AI Overviews?



Approx. 60% (61.9%) of respondents indicated a decrease
Approx. 20% (15.1%) of respondents indicated an increase

Pointed out that traffic to their websites from Google searches has decreased dramatically and the threat will grow larger with the introduction of AI Overviews.

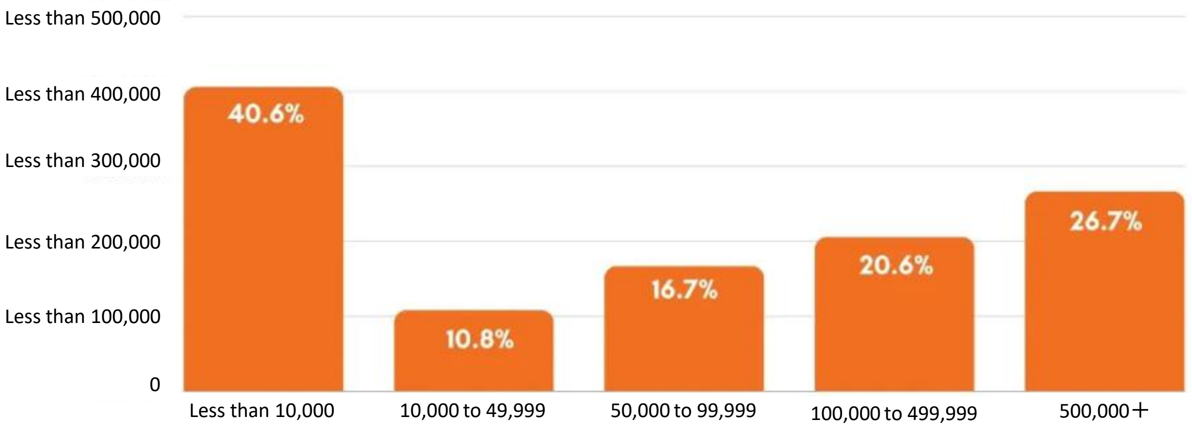
Change in the world order and demise of Google searches brought about by AI searches.

Pew Research announced results of analysis indicating that the click rate on external links in Google AI Overviews has decreased by half.

Underlying Factor 2: Decline in Famous Influencer Marketing

In the U.S., where the degree of influential power is no longer directly correlated to the number of followers, a performance-based compensation model tied to view counts, not payment per follower, is becoming the mainstream

Q Roughly how many followers did influencers whose introductions resulted in the purchase of a product have? (Single response)



The reason for purchasing is nano-influencers with less than 10,000 followers

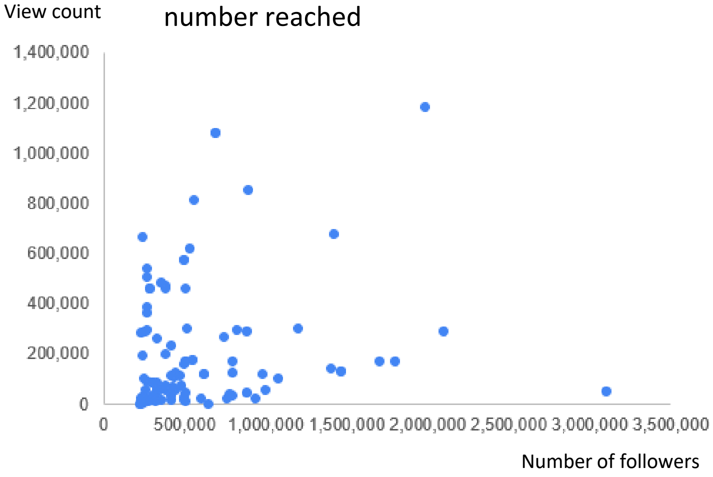
Source: Talent vs. Influencer, Who Has the Most Influence? Boku to Watashi and, Inc. Awareness survey on "degree of influence" targeting Gen Z and Millennials
https://boku-to-watashi-and.com/z-category1_detail/zview-article021 (in Japanese only)

Underlying Factor 3: Toward an Era of Nano-Influencers

While influencers only reach around 35% of followers, the view count for UGC will grow if it plays into the algorithm, regardless of the number of followers

Reaching only around 35% of followers

Scatter diagram of the number of followers and number reached



Vector event-related media: TreSta

Example: PR x Short Video Agency

Developed information to generate buzz on social media from context development
that highlights the appeal of Jin Den Rou
PR x Short Video measures contributed to a substantial increase in sales

Context development

Issue: Increasing awareness and contributing to sales in Japan

There is confusion between Jin Den Rou and its competitor in the Japanese market

One of Taiwan's three most famous Xiao Long Bao dumplings

A wide variety of Xiao Long Bao dumplings/dim sum

Information development

Created "Dim Sum twin tower" content from social media trends

PR x Short Video

https://www.tiktok.com/@koji_gourmet/video/7419228049616538898

https://www.tiktok.com/@greenmascot/video/7419262259358207250

https://www.tiktok.com/@tokyopresso.jp/video/7419245458071047432

Establishing a customer base of 3,000 clients within 3 years

Short Video Vision

Short Video UGC

Media Business

여행에 미치다

gracemode

クリエイターズラボ

UGC Posting
（Guaranteed views / Performance-based）

タテガタ

INFLUENCER BANK

Mass Short Video Production

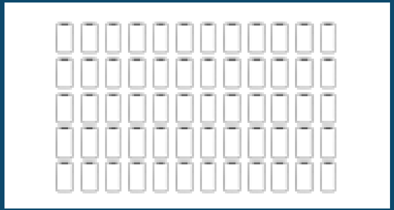
TTO(Tik tok Organic)
Clip Crews

Short Video AD

Short Video Ad Analysis Tool

Pro

CPA Optimization via AI Video Generation



Short Video Commerce

Sales Support via
Shoppable Content & Creators

TikTok Shop

TikTok GO

Currently developing an integrated DX management tool

Performance Tracking & Distribution Tool

Collaboration with Top Social Media Creators on Development of Social Media-like Content

We will expand collaboration with top social media creators and develop social media-like content in addition to tie-ups.

gracemode

Other M&A planned

+

Short Video marketing measures

Dissemination

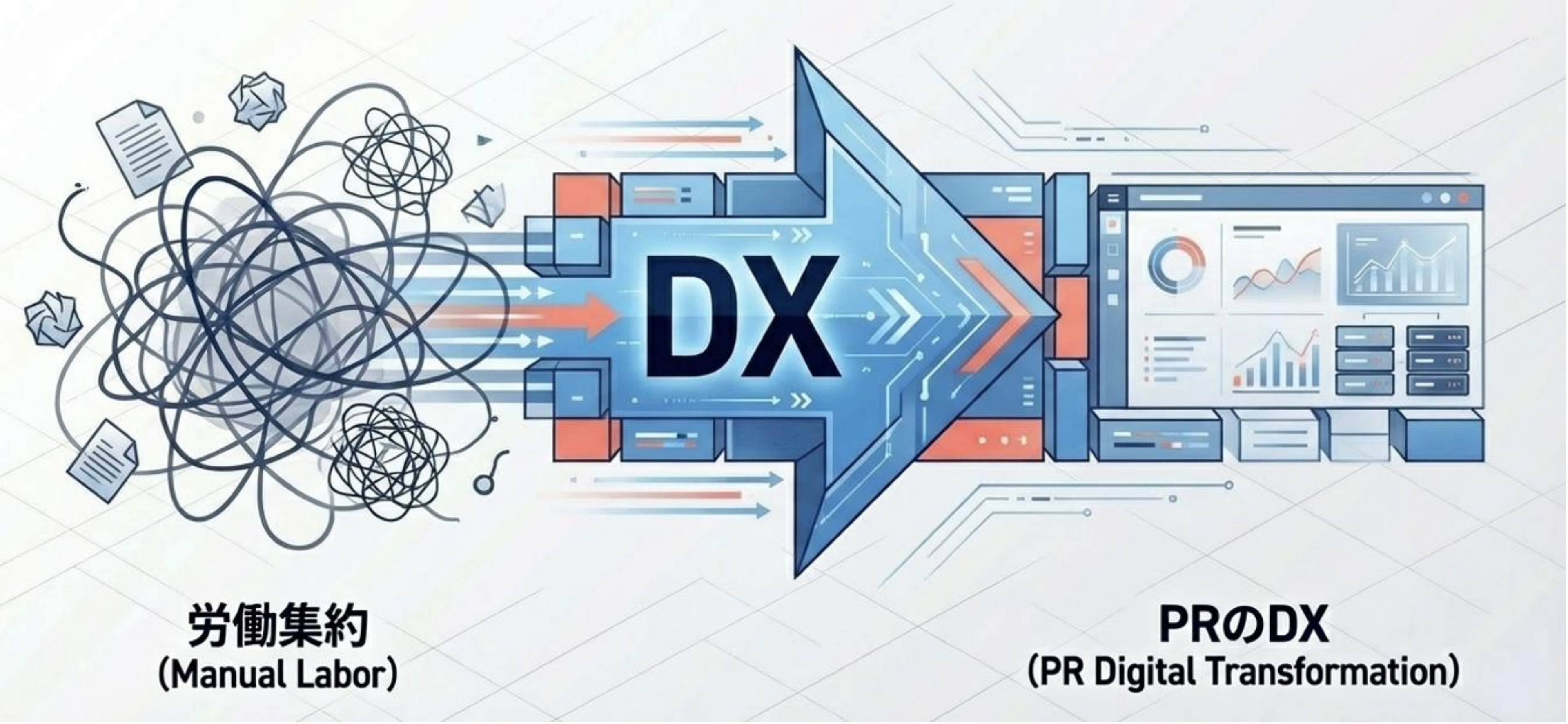
Operation of / Interviews with Short Video neutral media	Subscription-based influencer casting	Third-party streaming by brand influencers	Operation of in-house social media accounts	Pay-per-view platform	Short Video ad production	TikTok Commerce support	Reach guarantee or clip dissemination packages
Operation of neutral media for Short Videos promoting client products. Firmly established Japan's largest Short Video media network. 縦型動画取材班 VECTOR CREATORS LABO	Operation of a subscription-based creator casting platform. Also partnering with HERO'ZZ, a school for social media skills. Platform インフルエンサーワークス Social media school HERO'ZZ	Operation of neutral media for Short Videos promoting client products. Firmly established Japan's largest Short Video media network. Starbank	With the rise of TikTok and Instagram reels, more companies are starting to manage their own social media. Our unique expertise and production support ensure highly reproducible management. 縦型動画works Tool 2ndBuzz	The world has moved on from the traditional, follower-oriented casting era. To address the new, content-driven era, we have launched an advertising ordering system that charges by the number of views. タテガタ	Creative production utilizes Short Video trends and works backward from the latest acquisition data. **Ad retargeting** Pro **Content advertising** SNS ショートドラマPR	Concluded exclusive contract with one of the largest affiliate platforms in China, Redu. This enables VECTOR to leverage Redu's extensive expertise to provide comprehensive support for Japanese companies and creators in maximizing their use of TikTok Shop. ライブコマース	Provision of services that complement the dissemination of created content. "First Brand Recall-kun" guarantees reach. "Clip Squad" is a team that clips and disseminates video. 第一想起取れるくん **Clip Squad**

+ additional initiatives

TikTok
Shorts
REELS

Powerful algorithms


Live Commerce
ライブコマース
Short Video Commerce
ショート動画コマース
Short Video Ad / AI Short Video Ad
ショート動画AD / AIショート動画AD
UGC/ Short Video
UGC / ショート動画
Integrated Management SaaS


DX
労働集約
(Manual Labor)
PRのDX
(PR Digital Transformation)

We are building next-gen infrastructure via Short Video, leveraging AI to accelerate DX.

Even in M&A, we are focusing on PR x Short Videos

M&A Targets	Focus on areas that contribute to expanding the Group's PR x Short Video initiatives and creating synergies
Valuation	Implement M&A with a target EV/EBITDA ratio of 5-7x
Investment Policy	Avoid large targets and focus on small and medium-sized targets

M&A Track Record (Stock Acquisition)

AILES inc. operates online school for training influencers/creators; became consolidated subsidiary on 30 April 2026
Outsources mass video production for projects acquired via PR x short video measures to graduates; expected to generate further synergies with Vector Group companies going forward

Overview of acquired company

Company Name	AILES inc
Business Description	Operation of online school for training influencers and creators
Acquisition Price	¥1.25bn
Acquisition Date	April 30, 2026

Business Description

Online school

With "Science of Infinite Possibilities" as a mission, optimizes corporate marketing activities by fostering and producing next-gen influencers and creators.

スキルスキップ

Member community

Instagram-focused online community salon with over 10,000 members. Features direct instruction from famous influencers.

instalab インスタ研究室

Appendix

Q: Does the Middle East situation impact earnings?

A. Currently, there is no impact on Group earnings

The Group's clients span various industries, giving it a diversified customer base that does not rely on specific sectors. Even if some industries are affected, the impact on overall Group earnings is limited; the business model is resilient to changes in the external environment.

Q: Do current escalations impact management strategy?

A. Our plans based on the Fast Company concept are unchanged; in fact, we believe this is a time where the Group's advantages stand out

Even as companies cut back on TV commercials or other large-scale advertising due to worsening market conditions, demand for our Group's highly cost-effective solutions remains solid. We are resilient to budget cuts and the Group remains the alternative of choice for corporate customers; there is no impact on our management strategy.

Disposals of Subsidiaries and Affiliates

- After consulting the stakeholders of each company, we proceeded with the sale of one company and resolved to dissolve two companies in 1Q
- Selectivity and focus enabled us to improve the whole Group's capital efficiency for a second consecutive year

Segment	Company Name	Business Description	Status
PR and Advertising	Owned	Digital marketing	Sold
PR and Advertising (Overseas)	Vector Vietnam	PR and public relations agency services and consulting in Vietnam	Dissolution resolved
HR	Clinic TV	Operation of a video-based recruitment matching platform specialized for medical institutions	Dissolution resolved

AI Solutions

Automating production phase and reducing costs

Video script generation

By inputting customer requests, target demographics, and promotional objectives, AI automatically generates video scripts with a high conversion rate. Based on past success data, it optimizes the structure, message, and length.

Video Generation (AvaMo)

Based on the generated script, a fictitious "AI talent" will complete the video with natural facial expressions and voice. This eliminates the need for filming, studio arrangements, and talent fees, bringing production costs close to zero.

Press release script generation

AI, which has learned from Vector's many years of know-how, generates headlines that are likely to catch reporters' attention and drafts that are media-friendly, significantly reducing the workload of public relations staff.

Diffusion and optimization strategies

Cutout video generation

AI automatically selects and edits highlight scenes from long video content in a format that is popular on social media (Tiktok, etc.). It supports multiple channels.

LLMO, AIO (AI Search Optimization)

In response to a market where search results are replaced by AI-generated summaries (AI Overview, etc.). AI learns information from your company's website and PR articles, and optimizes it for recommended AI answers.

AI SaaS/PR DX Service (PRai)

AI reproduces PR personnel thought processes to automatically generate press releases. AI adds context such as "Why release now?" and "Whose issue is resolved?", creating releases that resonate with readers, unlike typical fact-based lists.

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