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August 8, 2025

To Whom It May Concern,

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## Notice of Differences between Financial Forecasts and Results for the First Half of FY2025 and Revision of Financial Forecasts for FY2025

Based on recent performance trends, we would like to inform you as follows as there has been a discrepancy between the earnings forecast announced on February 10, 2025 and the actual results announced today.

In addition, we have revised our earnings forecast for the full year ending December 2025 (January 1, 2025 ~ December 31, 2025) as follows.

1. Revision of earnings forecast for the fiscal year ending December 2025, etc.

(1) Differences between Forecasted and Actual Consolidated Financial Results for the Six Months Ended June 30, 2025 (January 1, 2025 - June 30, 2025)

(Unit : Millions of yen)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Basic earnings per share
Previous forecasts(A)	3,350	800	805	510	7.70
Actual results(B)	3,644	1,064	1,047	693	10.47
Difference(B-A)	294	264	242	183	—
Difference ratio	8.8%	33.1%	30.1%	36.0%	—
(Reference) Previous results (The six months ended December 31, 2024)	3,404	706	781	830	12.53

(2) Revisions to Consolidated Financial Forecasts for the Fiscal Year Ended December 31, 2025  
(January 1, 2025 - December 31, 2025)

(Unit : Millions of yen)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Basic earnings per share
Previous forecasts(A)	7,200	1,810	1,820	1,180	17.81
Revised forecasts(B)	7,440	1,950	1,940	1,280	19.32
Difference (B – A)	240	140	120	100	—
Difference ratio	3.3%	7.7%	6.6%	8.5%	—
(Reference) Previous results (The fiscal year ended December 31,2024)	6,961	1,595	1,670	1,419	21.43

(3) Reasons for the Revision

(Difference between Consolidated Financial Forecasts and Actual Results for the Six Months Ended June 30, 2025)

In the interim period, the A8.net of our main business led the way, and the results exceeded our expectations at the beginning of the fiscal year. In terms of profit, we improved more than expected by reducing selling expenses and general and administrative expenses due to improved productivity.

(Revisions to Consolidated Financial Forecasts for the fiscal year ending December 31, 2025)

Based on the results of the interim period, the full-year forecast is expected to exceed the previous announcement. On the other hand, the plan for the second half of the fiscal year is expected to be lower than the initial plan as we are considering investing in generative AI and the influencer marketing business area we are focusing on.

Based on the above, we have decided to revise our full-year earnings forecast upward.

There will be no revision of the dividend forecast.

Note: The above forecasts are based on information available at the moment, and actual results may differ from the forecasted figures due to various factors in the future.

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