



Second Quarter of 2026 Presentation of Financial Results

FAN Communications, Inc. (Stock code 2461)
August 10, 2026

Agenda

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03 Overview by Business and Key Indicators

04 Withdrawal of the FY2025-2027 Medium-Term Management Plan

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01 ■ Executive Summary

- Revision of the Full-Year Forecast and Withdrawal of the Medium-Term Management Plan
- Q2 Topics
- Performance Highlights
- Revision of the FY2026 Full-Year Forecast
- FY2026 Progress Rate vs. Performance Forecast
- M&A and Dividend Policy Progress

Revision of the Full-Year Forecast and Withdrawal of the Medium-Term Management Plan

In Q2, both the CPA Solution Business and Strategic Businesses fell short of plan, resulting in lower income. In response, we decided to revise the full-year forecast and withdraw the Medium-Term Management Plan.

1. First-half results	Net sales of 3,434 million yen (down 5.8% YoY) and operating income of 489 million yen (down 54.0% YoY). Strategic businesses net sales continued to grow at +45.1% YoY but are behind plan.
2. Revision of the full-year forecast	FY2026 forecast operating income: 2,180 → 1,201 million yen (down 44.9%)
3. Withdrawal of the Medium-Term Plan targets	Withdrew the FY2027 targets of 3 billion yen in operating income and ROE of 10% or higher. New FY2027 targets will be presented at the full-year results announcement (scheduled for February 2027).
4. What remains unchanged	Basic policy and growth strategy / Dividend policy (DOE of approx. 8% till FY2027) / M&A policy

Key topics in our focus areas

Business	• Rayleigh Inc., an influencer marketing company, joined the Group. Strengthening collaboration with WAND. • A8.net ranked No. 1 for 16 consecutive years as the “ASP with the highest satisfaction as selected by affiliate media operators” • N-INE certified by LY Corporation as a "Technology Partner" in the LINE Mini App category • Total MAU of apps operated by FANCOMI Global surpassed 500,000
AI/DX	• Testing AI-based matching of media and advertisers on A8.net; results are improving • AI-driven development of customer-facing systems around A8.net and internal operation apps. Streamlining operations such as creative generation. • Company-wide customer management system went live in May. Building a foundation for deeper analysis of customer issues and cross-sell proposals. • Started promoting AX (AI transformation) in the back office • Defining and organizing skill levels to develop DX personnel
Capital policy	• Interim dividend paid as forecast at ¥10.5 per share • Number of M&A due diligence cases increased sharply, doubling QoQ

Performance Highlights

Transaction volume was down 10.8%, net sales were down 5.8%, and operating income was down 54.0% — a significant decline in income. While CPA revenue declined, strategic businesses net sales continued to grow at +45.1% YoY, and we are accelerating our response to structural change.

(Millions of yen)	Overall Consolidated		CPA Solution Business		Strategic Businesses	
	Amount	YoY change	Amount	YoY change	Amount	YoY change
Transaction volume	11,751	(10.8%)	10,728	(12.9%)	1,023	18.4%
Net sales	3,434	(5.8%)	2,480	(17.0%)	953	45.1%
Operating income	489	(54.0%)	1,613	(19.8%)	(472)	-%

*Operating income for the CPA Solution Business and Strategic Businesses is segment profit

Revision of the FY2026 Full-Year Forecast

We revised the FY2026 full-year forecast as shown below, reflecting our response to structural changes in the CPA business and an expected delay in monetization of strategic businesses under upfront investment.

(Millions of yen)	Previous forecast (A)	Revised forecast (B)	Change (B – A)	Change (%)
Net sales	7,800	7,330	(470)	(6.0%)
Operating income	2,180	1,201	(979)	(44.9%)
Ordinary income	2,200	1,181	(1,019)	(46.3%)
Profit attributable to owners of parent	1,430	687	(743)	(52.0%)
(Earnings per share)	21.57	10.44	(11.13)	(51.6%)

FY2026 Progress Rate vs. Performance Forecast

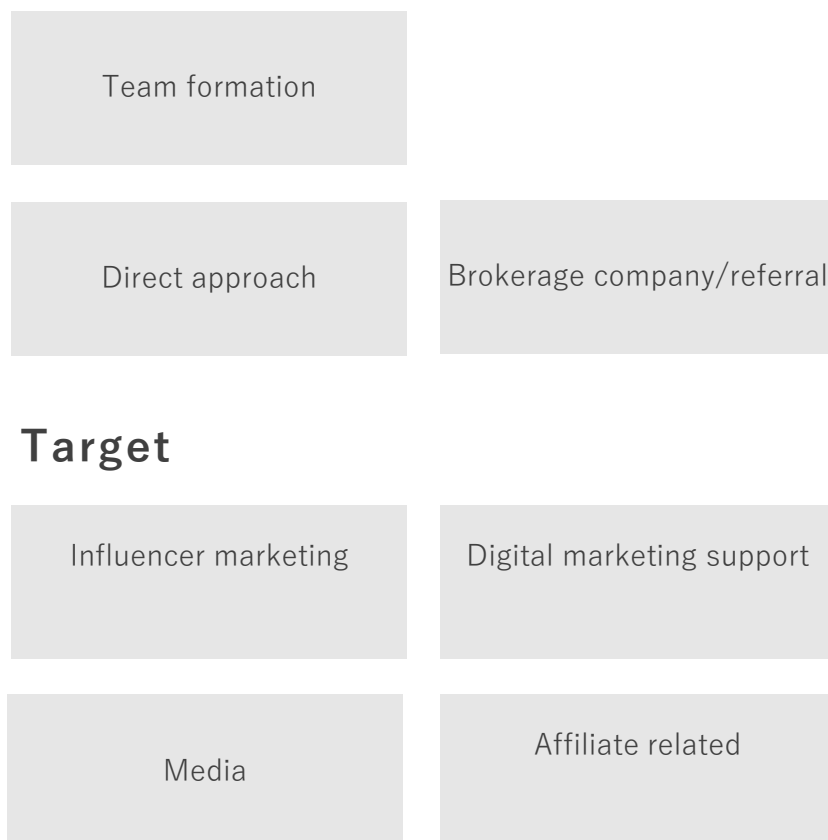
The progress rate of operating income against the revised forecast is 40.8%. In the 2nd half, we will invest in responding to structural changes in the CPA business and optimize investment allocation for strategic businesses. As the influencer business is on a growth trend, we will expand it aggressively and aim to achieve the plan.

(Millions of yen)	FY2026 Full-year forecast	FY2026 Q2 results	Progress rate
Net sales	7,330	3,434	46.9%
Operating income	1,201	489	40.8%
Ordinary income	1,181	459	38.9%
Profit attributable to owners of parent	687	198	28.9%
(Earnings per share)	10.44	3.01	28.8%

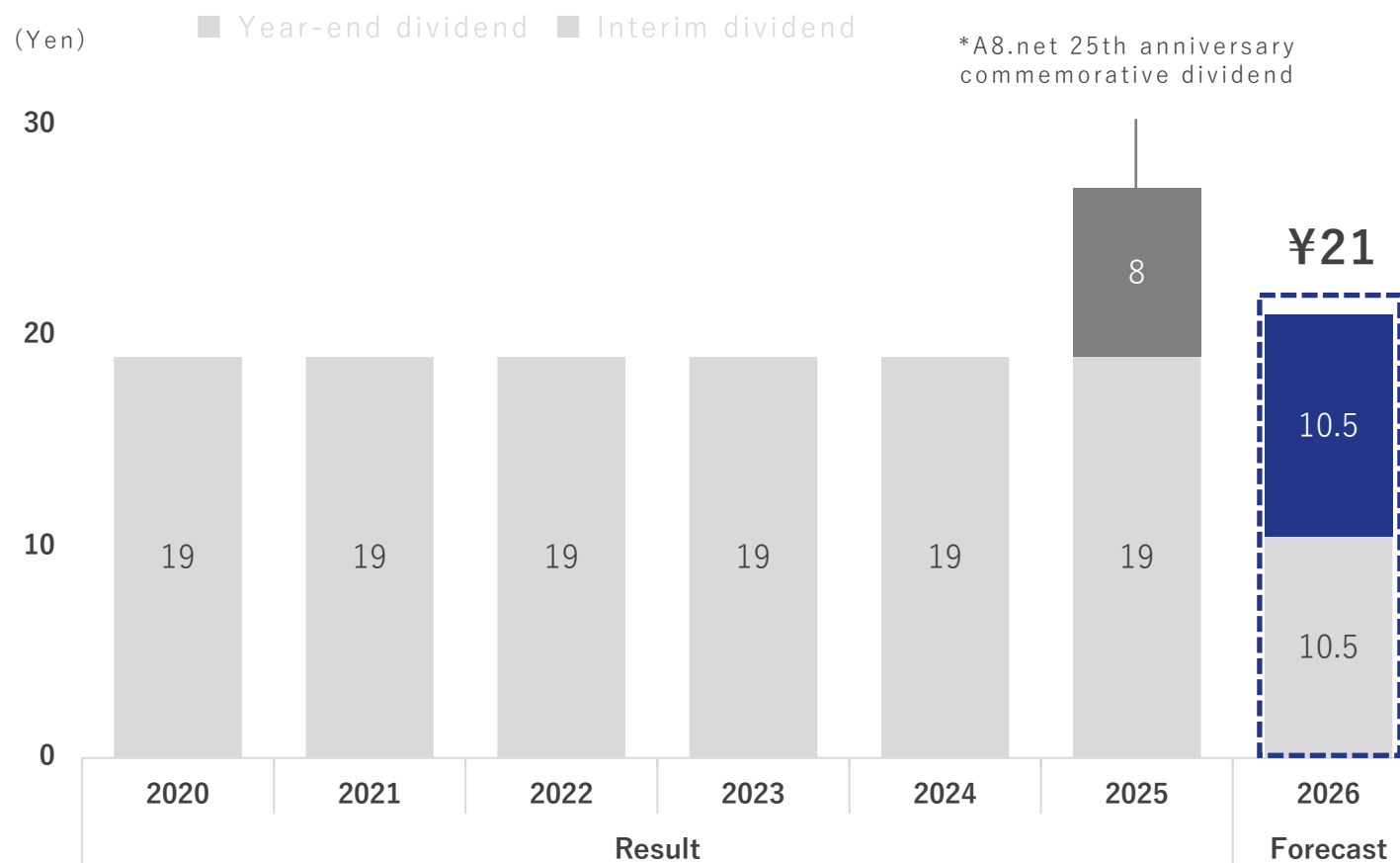
M&A and Dividend Policy Progress

We are expanding our M&A pipeline and executed two M&A deals in Q2. Dividends are expected to total ¥21, consisting of the interim and year-end dividends. The dividend on equity (DOE) ratio of approx. 8% remains unchanged till FY2027.

M&A activity



Dividend per share



02 ■ Second Quarter of FY2026 Consolidated Results Overview

- P/L (First Half)
- Analysis of Factors Affecting Changes in Operating Income (First Half)
- [Transaction Volume/Net Sales/Operating Income/Breakdown of Major Expense Items] (Quarterly Basis)
- B/S

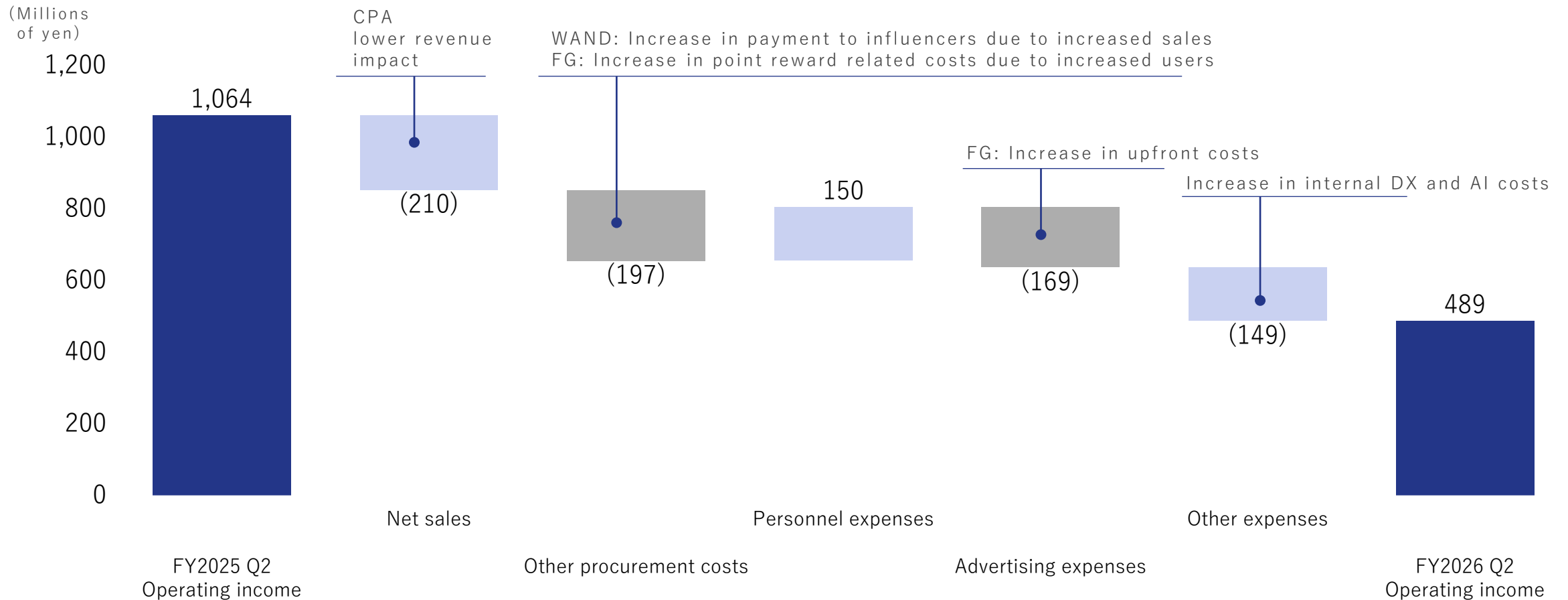
Operating income declined due to lower revenue and income from the CPA Solution Business, advertising spend for FANCOMI Global, and increased costs associated with internal DX promotion. Ordinary income also decreased due to recording a loss on investment partnership management.

(Millions of yen)	FY2025 Q2 results	FY2026 Q2 results	YoY change	
			Change	Change (%)
Transaction volume	13,181	11,751	(1,429)	(10.8%)
Net sales	3,644	3,434	(210)	(5.8%)
Operating income	1,064	489	(575)	(54.0%)
(Operating income to transaction volume ratio)	8.1%	4.2%	-	-
Ordinary income	1,047	459	(588)	(56.1%)
Interim profit attributable to owners of parent	693	198	(495)	(71.3%)
(Interim profit to transaction volume ratio)	5.3%	1.7%	-	-

*The Company has adopted the Accounting Standard for Revenue Recognition (ASBJ Statement No. 29) from the beginning of FY2022.
 *Transaction volumes have been calculated internally from FY2022 onward to enable comparison with past figures. Until the end of FY2021, transaction volume was disclosed as net sales.

Analysis of Factors Affecting Changes in Operating Income (First Half)

While lower CPA revenue, increased advertising expenses, and increased costs associated with internal DX promotion caused a decline in income, personnel expenses decreased as we promoted the use of AI and resource reallocation through organizational restructuring.



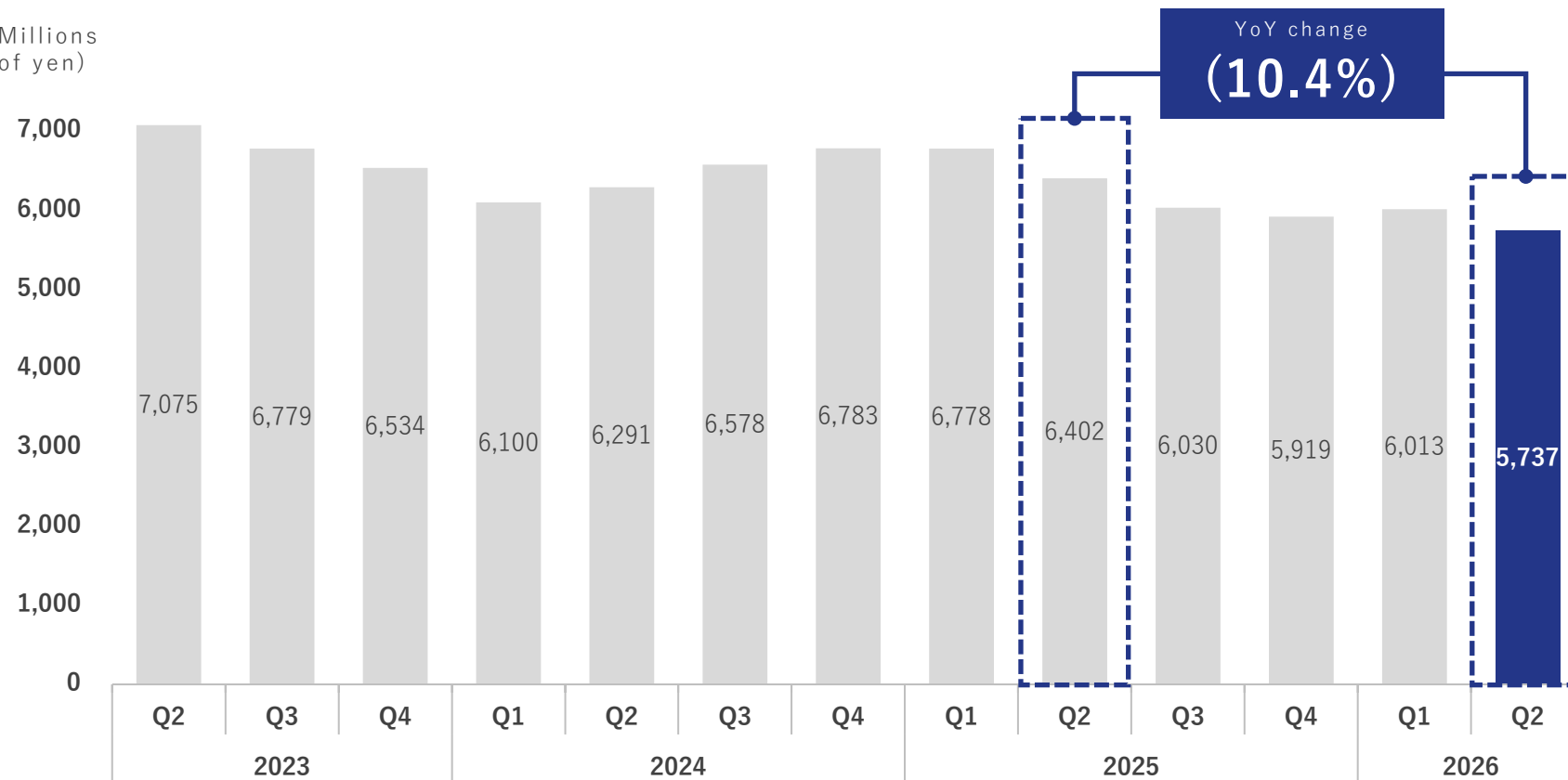
Second Quarter of FY2026 Consolidated Results Overview

Transaction Volume (Quarterly Basis)

Transaction volume was down 10.4% YoY and down 4.6% QoQ.

Transaction volume

(Millions of yen)



FY2026 Q2 results

Overall
¥5,737 million

YoY change..... (10.4%)

QoQ change..... (4.6%)

*The Company has adopted the Accounting Standard for Revenue Recognition (ASBJ Statement No. 29) from the beginning of FY2022.
 *Transaction volumes have been calculated internally from FY2022 onward to enable comparison with past figures. Until the end of FY2021, transaction volume was disclosed as net sales.

Net sales were down 4.9% YoY and down 1.9% QoQ.

Net sales

(Millions of yen)

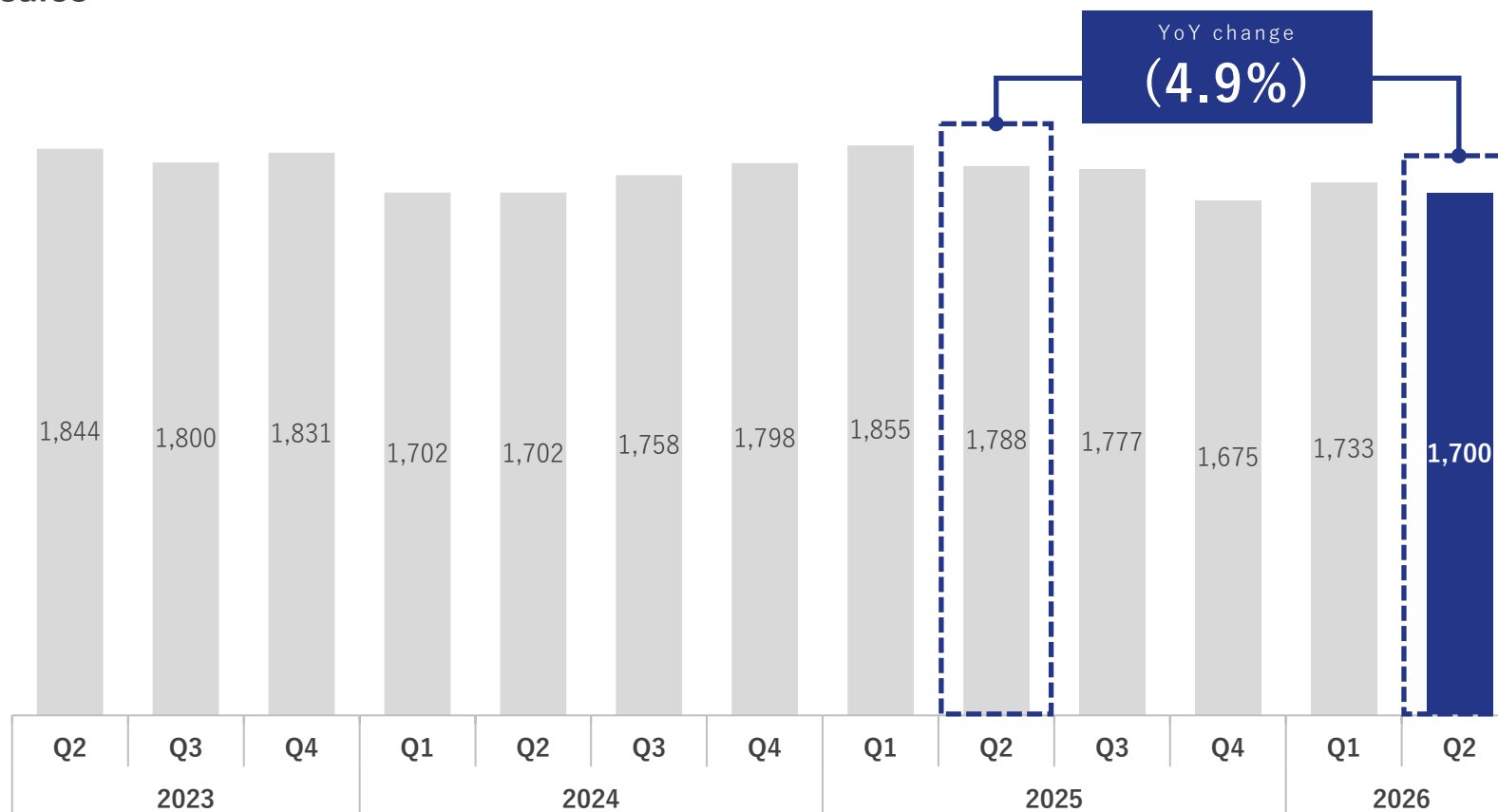
2,000

1,500

1,000

500

0



FY2026 Q2 results

Overall

¥1,700 million

YoY change..... (4.9%)

QoQ change..... (1.9%)

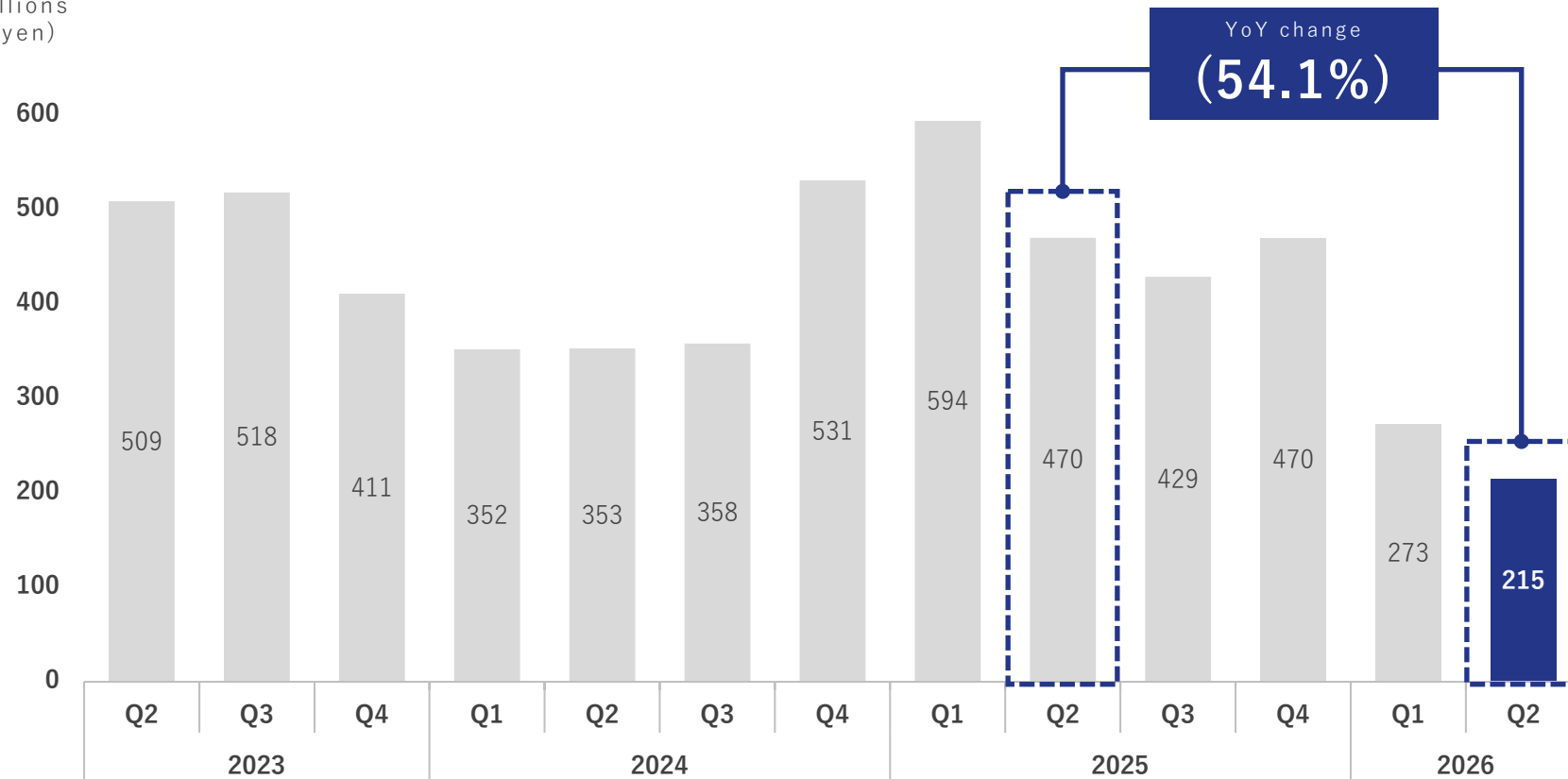
■ Second Quarter of FY2026 Consolidated Results Overview

■ Operating Income (Quarterly Basis)

Operating income was down 54.1% YoY and down 21.2% QoQ.

■ Operating income

(Millions of yen)



■ FY2026 Q2 results

Overall

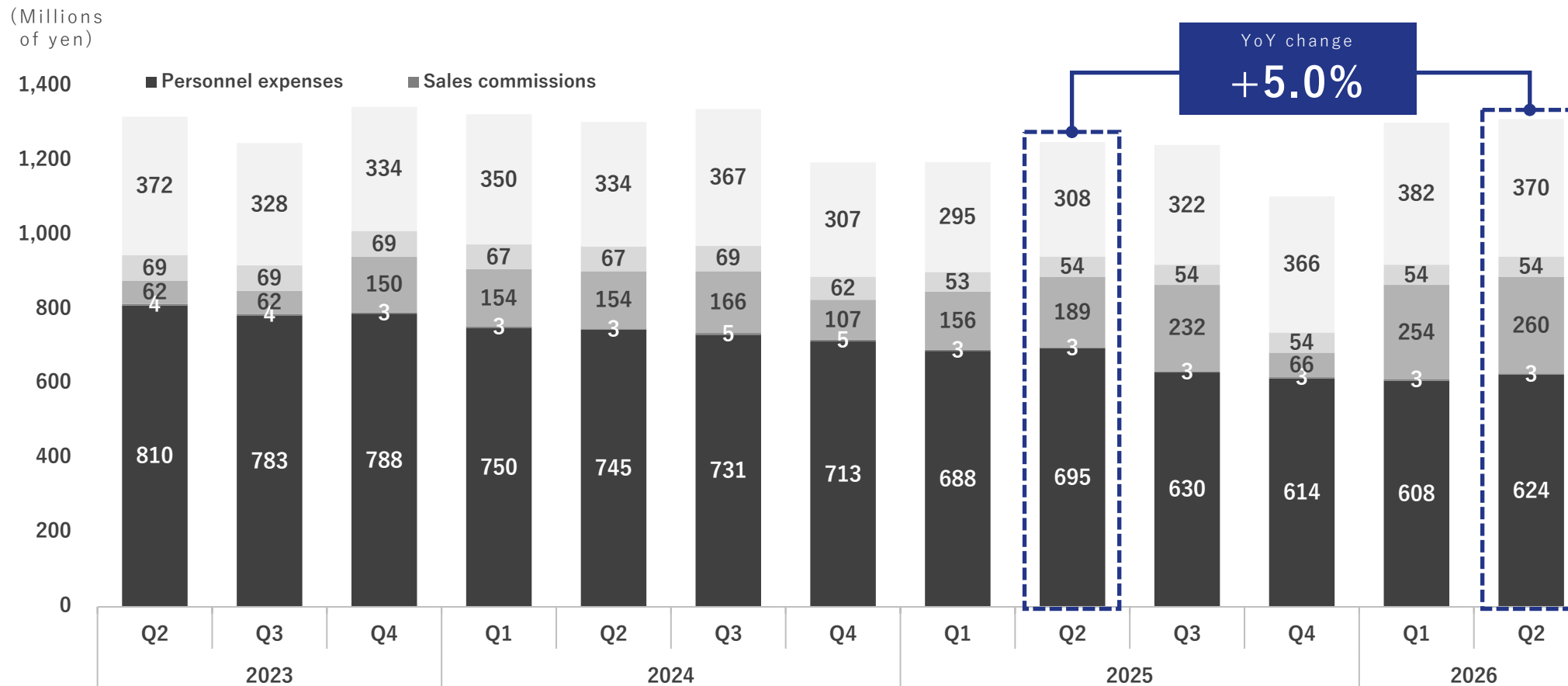
¥215 million

YoY change..... (54.1%)

QoQ change..... (21.2%)

Breakdown of Major Expense Items (Quarterly Basis)

Up 5.0% YoY and up 0.8% QoQ. Personnel expenses rose slightly QoQ due to the arrival of new graduate hires.



*Other expenses include outsourcing expenses, commission expenses, data center costs, amortization of goodwill, etc.

While cash and deposits and net assets declined due to payment of the year-end dividend, share buybacks, and the acquisition of public bonds, investments and other assets increased due to the acquisition of public bonds. We are promoting both a return of profit to shareholders and optimization of asset management.

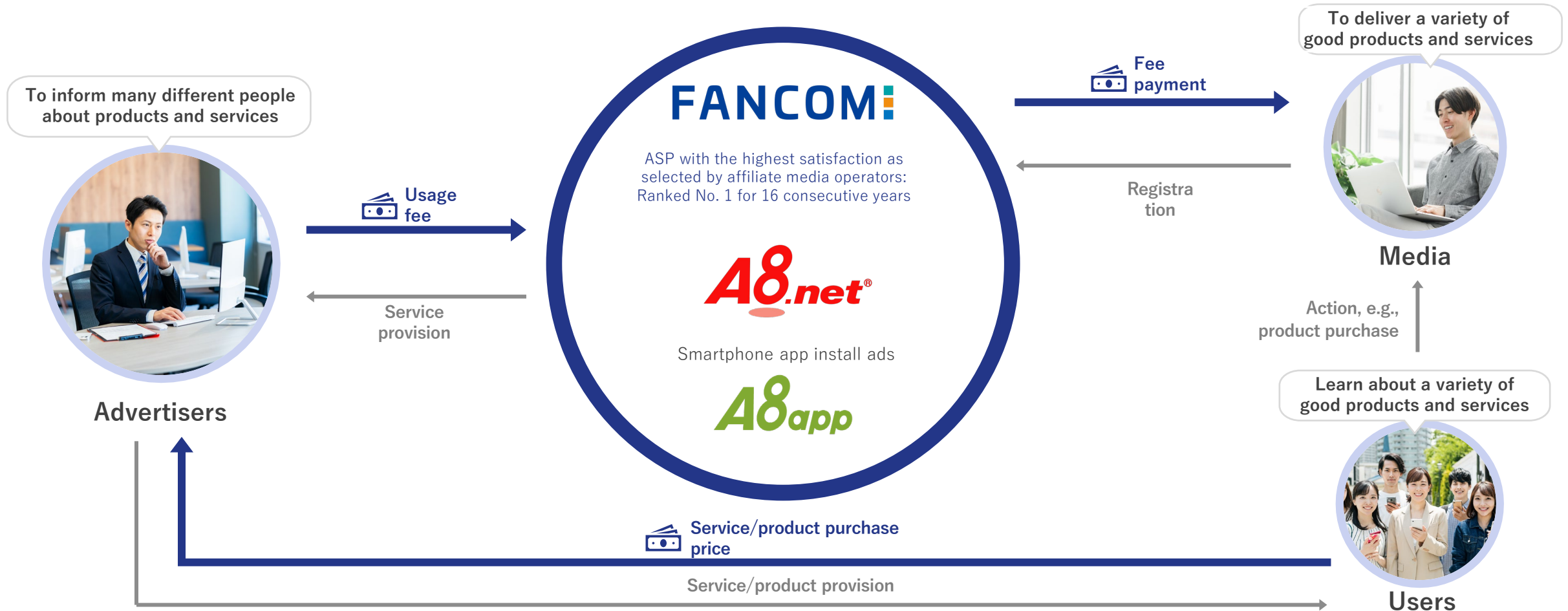
(Millions of yen)		End of FY2025	End of Q2 FY2026	Vs. end of previous FY	
				Change	Change (%)
Assets	Current assets	17,957	15,261	(2,695)	(15.0%)
	Cash and deposits	14,694	12,125	(2,569)	(17.5%)
	Non-current assets	4,969	5,974	+1,004	+20.2%
	Property, plant and equipment	70	65	(4)	(6.7%)
	Intangible assets	862	917	+55	+6.4%
	Investments and other assets	4,036	4,990	+953	+23.6%
	Total	22,927	21,235	(1,691)	(7.4%)
Liabilities and Net assets	Liabilities	5,347	4,969	(377)	(7.1%)
	Net assets	17,580	16,266	(1,313)	(7.5%)
	Total	22,927	21,235	(1,691)	(7.4%)

03 ■ Overview by Business and Key Indicators

- CPA Solution Business
- Strategic Businesses
- FY2026 Key Indicators

CPA Solution Business Overview

Build a strong customer base that leverages the great strength of our brand.
Japan's largest affiliate network with roughly 3,000 advertisers and 3.6 million media outlets.



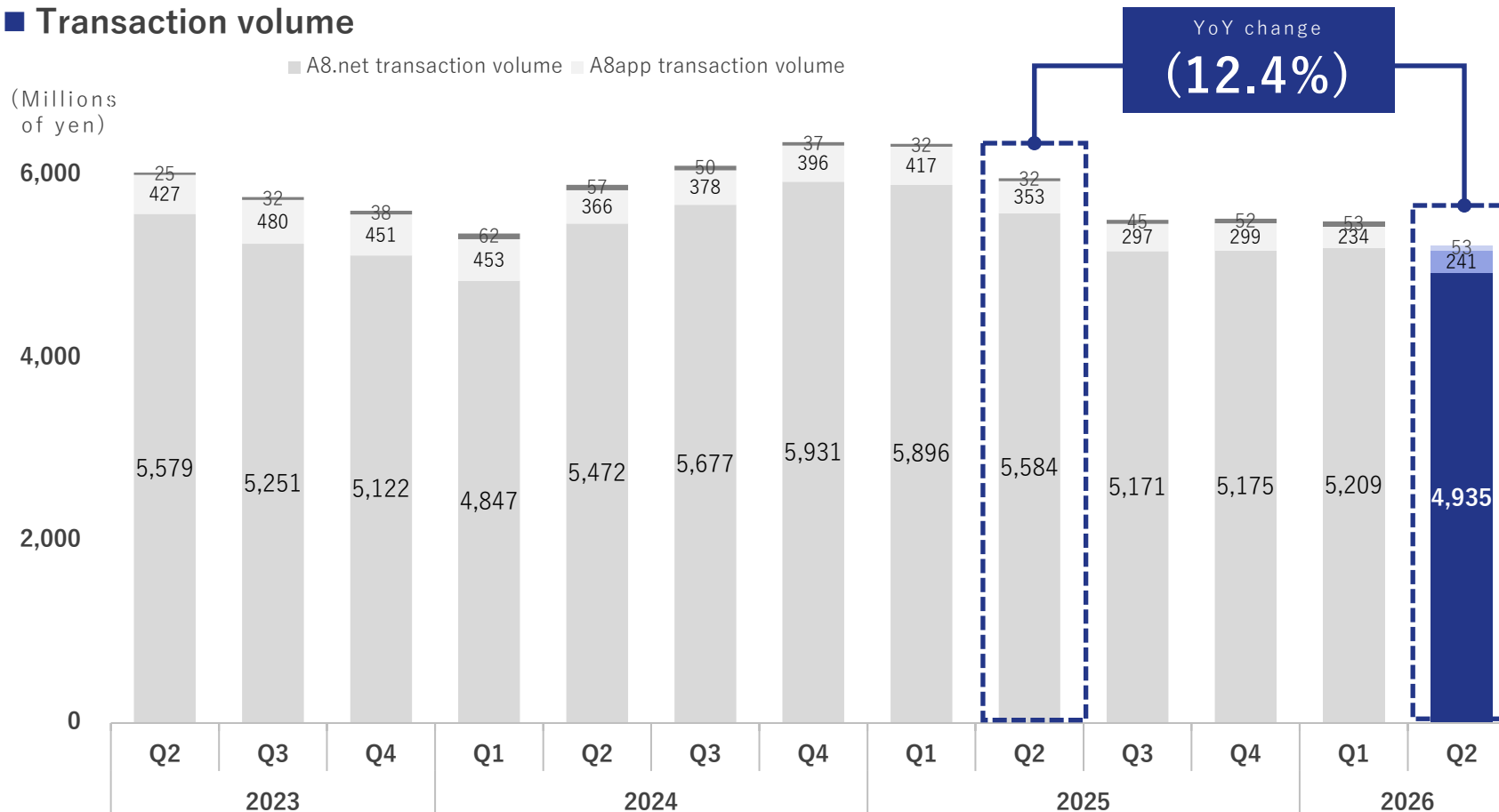
*Affiliate Marketing Association

"2026 Affiliate Program Awareness Survey" (991 valid responses)

CPA Solution Business: Transaction Volume (Quarterly Basis)

Transaction volume was down 12.4% YoY. The impact of budget cuts and reviews by several advertisers that were growing from Q2 FY2024 to FY2025 is ongoing.

Transaction volume



FY2026 Q2 results

Overall

¥5,230 million

YoY change (12.4%)

QoQ change (4.9%)

A8.net

¥4,935 million

YoY change (11.6%)

QoQ change (5.2%)

A8app

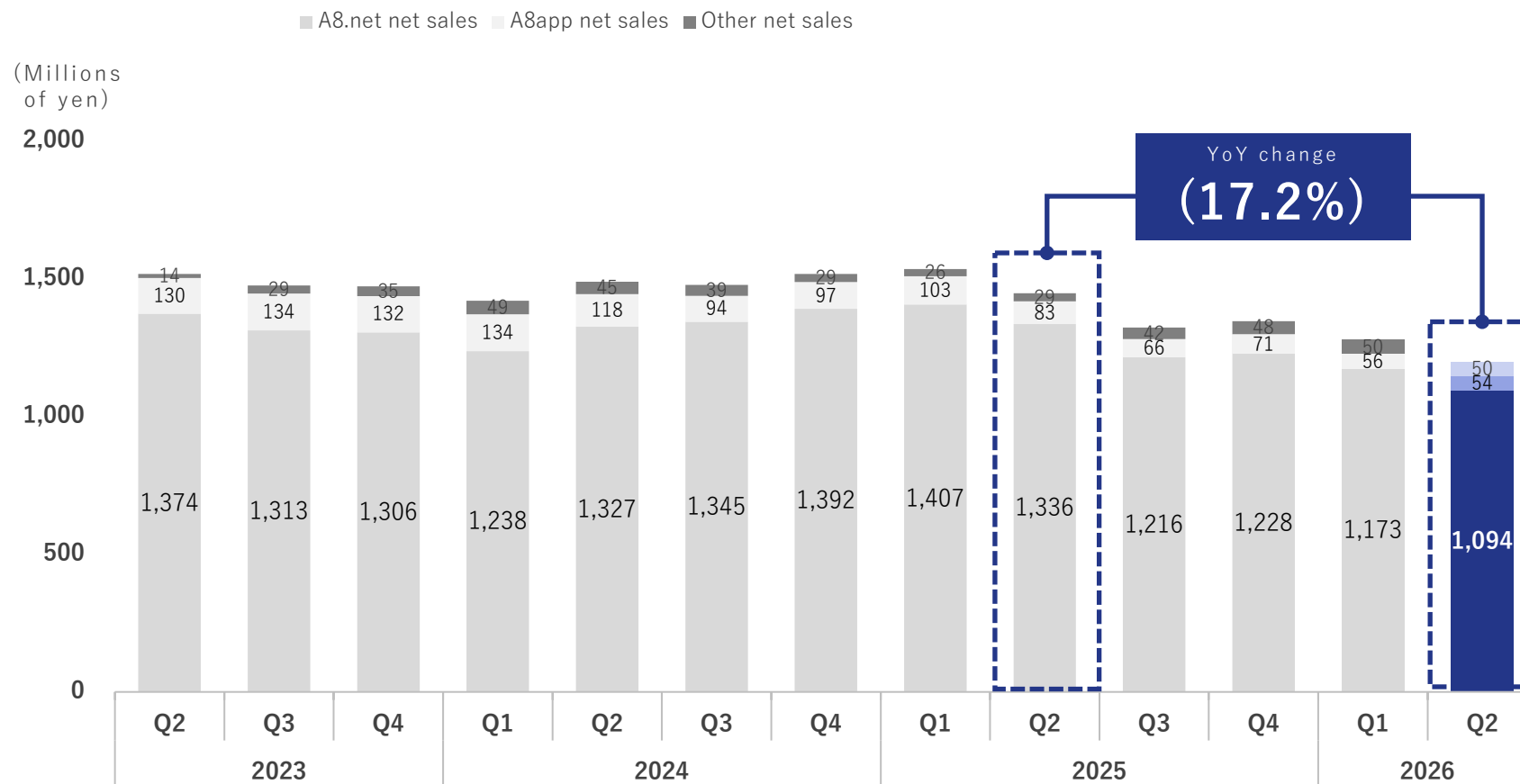
¥241 million

YoY change (31.7%)

QoQ change +2.8%

Net sales were down 17.2% YoY, showing a similar trend to transaction volume.

Net sales



FY2026 Q2 results

Overall

¥1,199 million

YoY change..... (17.2%)

QoQ change..... (6.3%)

A8.net

¥1,094 million

YoY change..... (18.1%)

QoQ change..... (6.7%)

A8app

¥54 million

YoY change..... (35.0%)

QoQ change..... (4.6%)

■ CPA Solution Business Q2 Topics

From the 2nd half, we will strengthen investment in sales and products to respond to structural change. The key is turning the number of advertiser and media IDs generating results into a net-increase trend.

■ Gross profit margin (internal management figure)

22.5%

YoY change (1.5pt)

QoQ change (0.4pt)

■ Operating margin (internal management figure)

10.1%

YoY change (2.2pt)

QoQ change (1.0pt)

*The gross profit margin and operating margin shown to the left are unaudited preliminary figures for internal management purposes. We internally manage profits and losses separately for each service.

Q2 Topics

[Key Points in Q2]

- The number of advertisers placing orders recovered to 102.2% of budget, while new active advertisers fell short at 87.0%. Targeting a net increase in active advertisers in Q4.
- Category-based consulting continues to perform well, with sales up both YoY and QoQ in multiple categories.

[Key Points for Q3 and Beyond]

- Investing in the shift to solution sales based on multiple products to address digital marketing issues
- As SEO media decline, investing in developing and nurturing media via new channels (SNS, etc.) and related solutions
- Investing in AI-powered agents for affiliate operations

■ CPA Solution Business: Details of the Structural Change

The structural change consists of declining traffic and activity of search-driven media and the resulting decline in gross profit margin. Meanwhile, new opportunities are growing, and we are investing in new channels and media.

Structural change

Declining traffic
of SEO media

Declining activity
of long-tail
SEO media

New opportunities in affiliate marketing

SNS affiliate media

Increase in content
driven by
media's use of AI

Offline
conversions
run on performance results

New customer
acquisition models
via generative AI services

Testing and investment

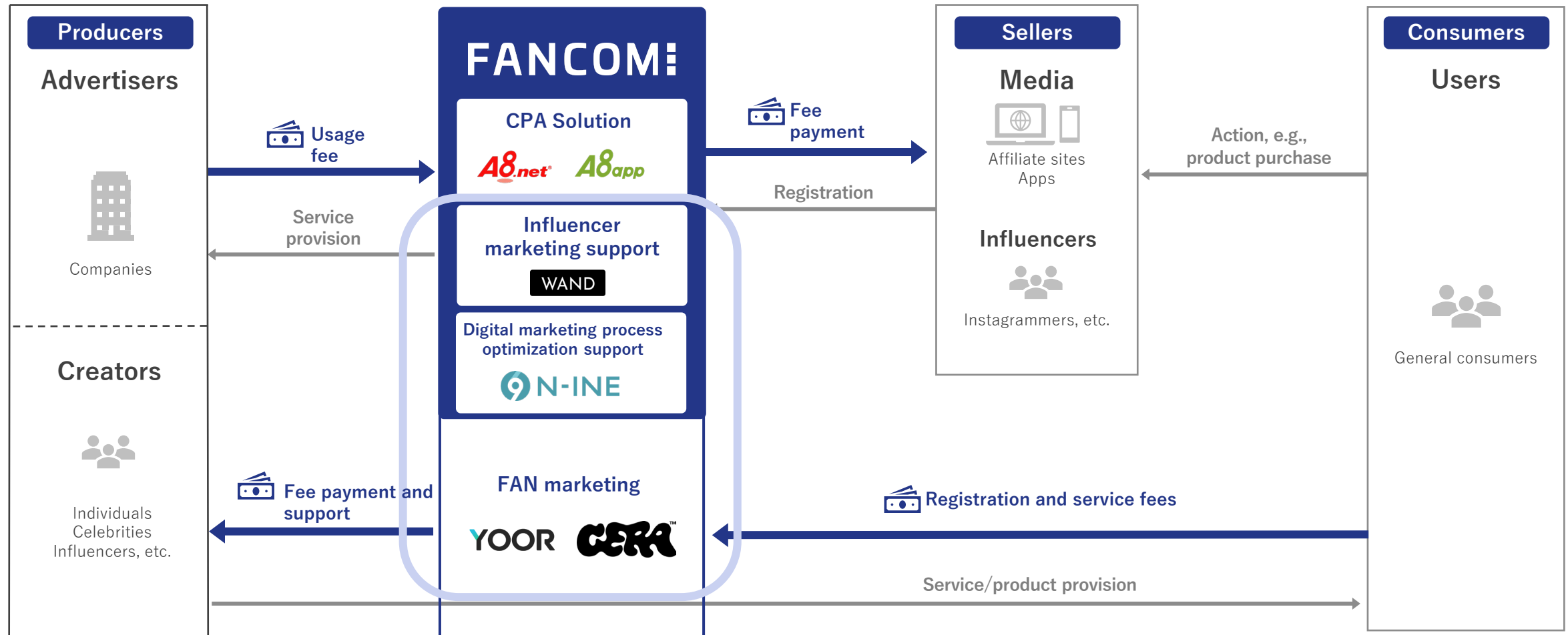
Developing and nurturing
new-channel media

Testing AI utilization/support

Testing products for new-channel media

Areas of Focus for Strategic Businesses

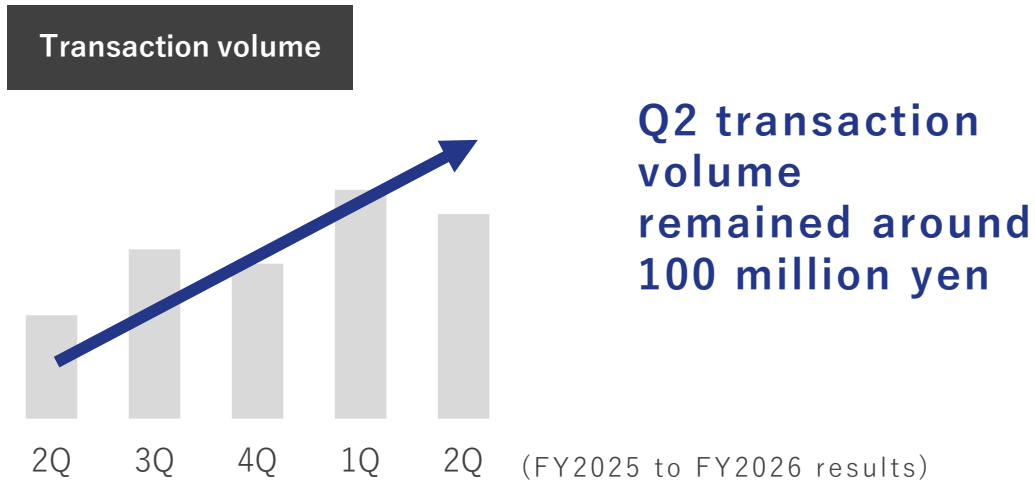
Based on a solid customer foundation of roughly 3,000 advertisers and 3.6 million media outlets, we are expanding business and investing in adjacent domains, including support for influencer marketing tailored to customer needs.



Major KPIs for Strategic Businesses

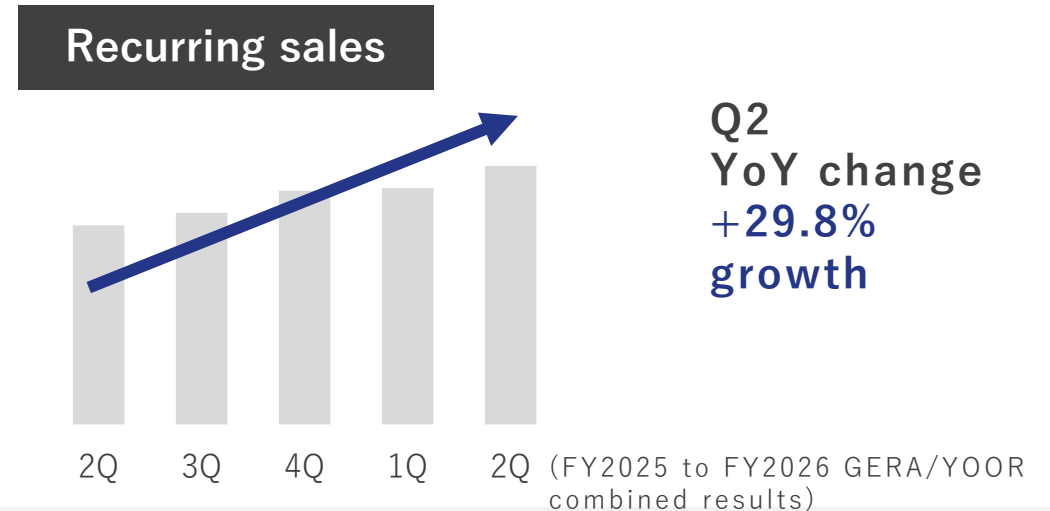
[WAND] Quarterly transaction volume remained high at nearly 100 million yen, with average transaction volume trending upward thanks to new projects. [GERA/YOOR] Recurring sales hit a quarterly record high, performing well at +29.8% YoY.

[WAND] Influencer marketing support



- The influencer casting service LUMOS continues to expand into the 2nd half as its customer count grows
- The affiliate service NOX also continues to grow in advertisers and placements
- Both services are designing monthly plans to raise the ratio of recurring sales

[GERA/YOOR] FAN marketing support



- GERA achieved record membership sales by expanding its program lineup
- Strengthening YouTube collaborations (Azuki Akimoto channel)
- The online salon YOOR remains profitable on a standalone basis

*The recurring sales figures shown above are unaudited preliminary figures for internal management purposes. We internally manage profits and losses separately for each service.

Major KPIs for Strategic Businesses

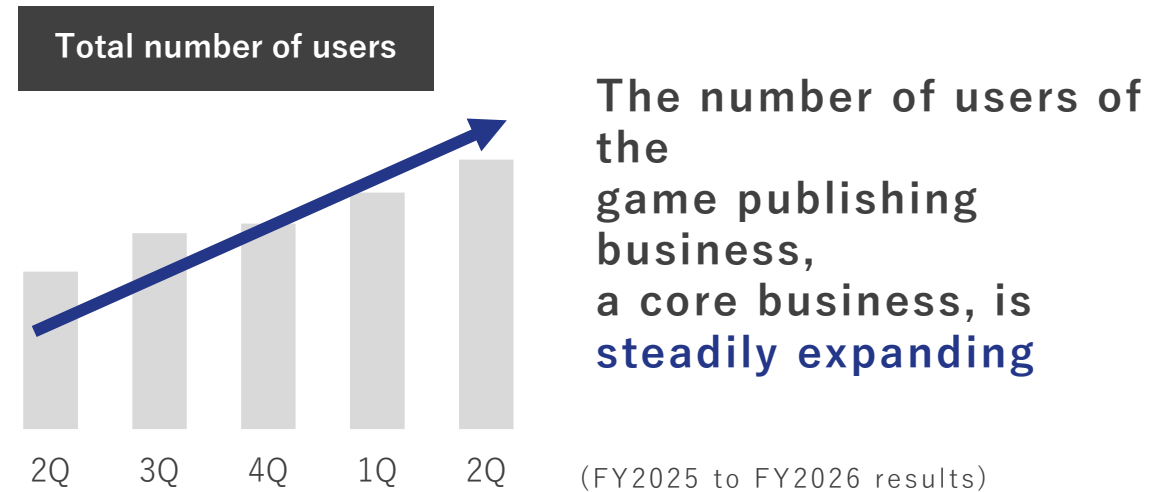
[N-INE] LINE Mini App solutions for entertainment are performing well; digital marketing optimization support faces challenges. [FANCOMI Global] User acquisition is ahead of expectations, while improving the cost structure remains a challenge.

[N-INE] Digital marketing process optimization support



- Shifting from selling tools to solution sales
- Continuing investment in LINE-based CRM development
- Addressing issues in AI utilization for landing page production and ad operations
- LINE Mini App offerings to entertainment customers accelerated further, earning certified partner status

[FANCOMI Global]



- In the game publishing business, started improving the cost structure by expanding point redemption options
- Total MAU across all released game apps surpassed 500,000 — more than 5x YoY.
- The fan activity app "JK Fandom" signed an MOU with the Korea Virtual Human Association, strengthening virtual content offerings

Review of Key Indicators

Following the withdrawal of the Medium-Term Management Plan, we are reviewing our company-wide key indicators. We report under the previous indicators through Q2 and plan to start disclosing new indicators from Q3.

Previous indicators (through Q2)	New indicators (disclosure to start from Q3)
Operating income to transaction volume ratio of 10% or higher by FY2027	Operating income to transaction volume ratio trend
Operating income per employee (twice that of FY2024) by FY2027	Operating income per employee trend
Strategic businesses at 40% or more of net sales mix by FY2027	Added Number of customers (advertisers) generating sales trend
	Added Recurring revenue sales trend

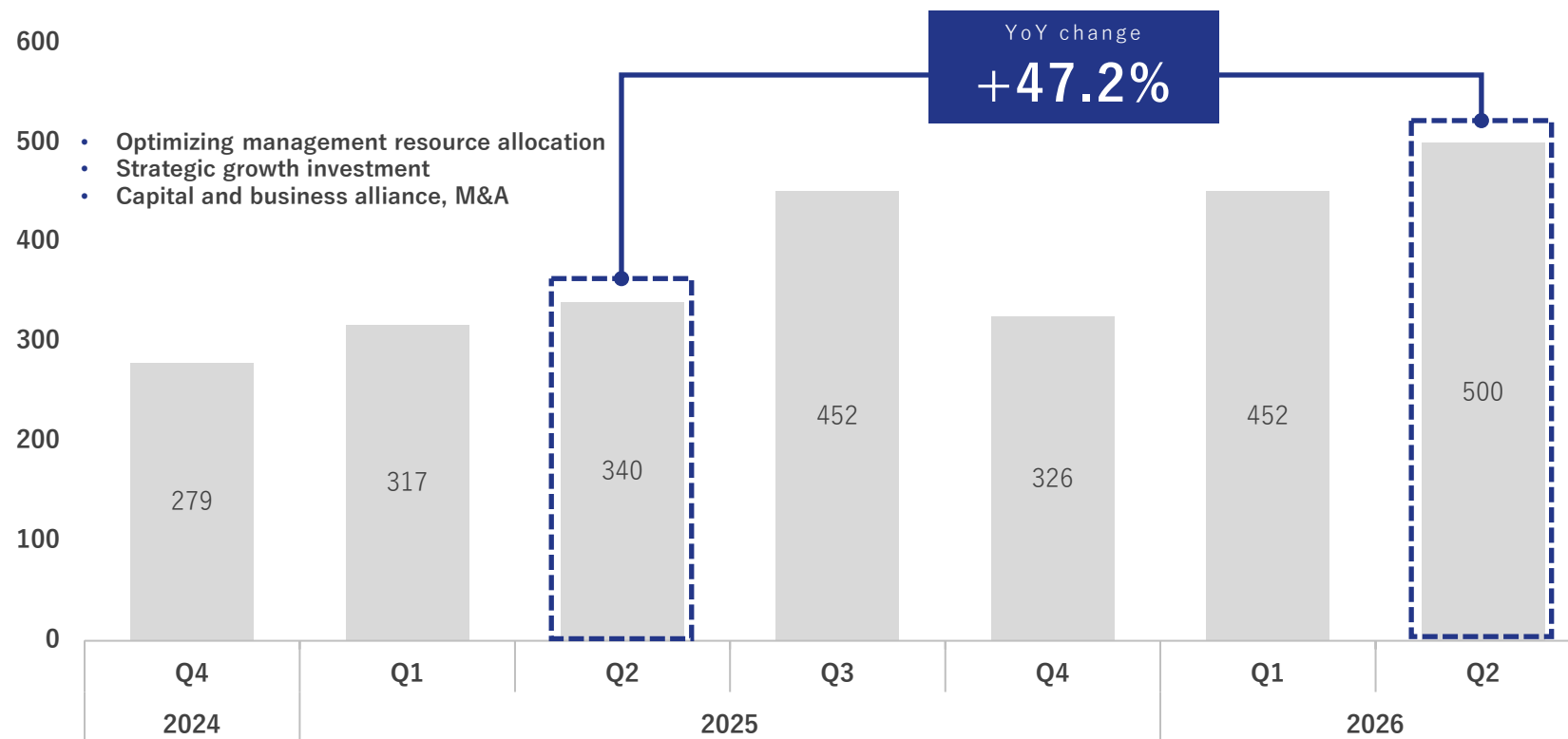
*The 40%-or-more strategic businesses net sales mix target has been discontinued. Growth will be reported through monthly disclosures.

[FY2026 Key Indicators] Strategic Business Net Sales (Quarterly Basis)

A record high. Growing both YoY and QoQ, but behind plan.

Net sales trend of strategic businesses

(Millions of yen)



FY2026 Q2 results

Overall

¥500 million

YoY change..... +47.2%

QoQ change..... +10.6%

Strategic business net sales mix

29%

YoY change..... +10pt

QoQ change..... +3pt

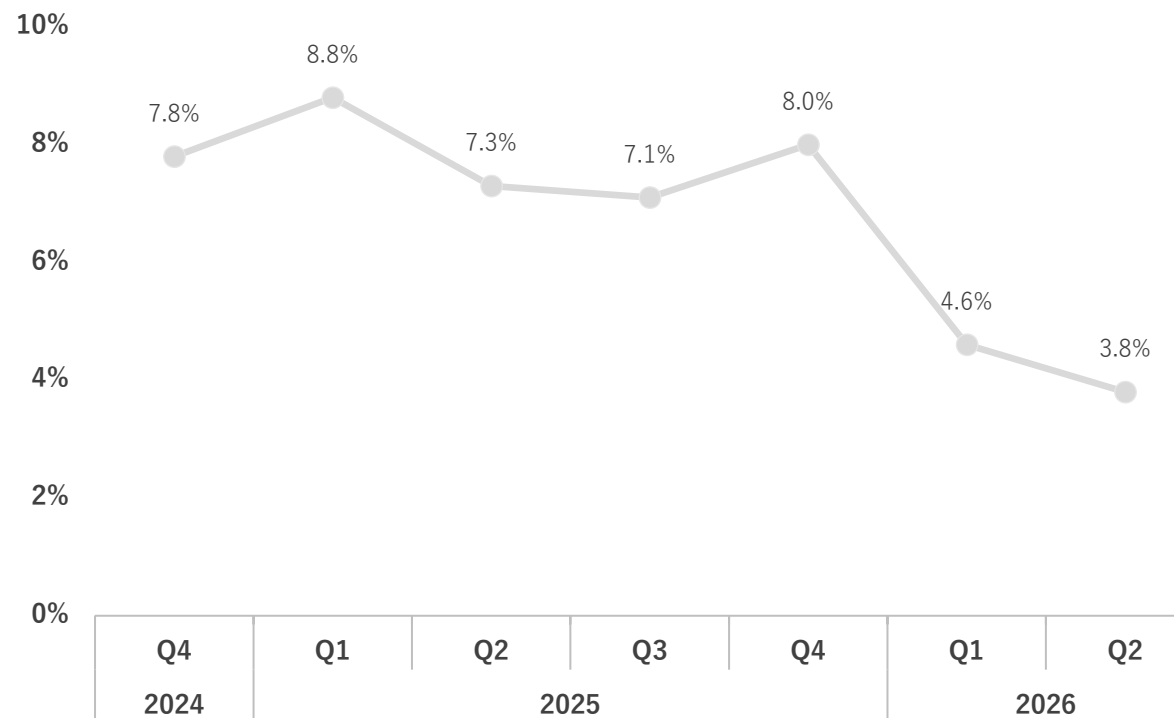
[FY2026 Key Indicators] Operating Margin Trend (Quarterly Basis)

Phase 1 of DX/AI utilization is complete. Phase 2 — AX — is starting from the back office.

We will accelerate, not weaken, AI investment. The figure declined due to lower CPA gross profit and delayed monetization of strategic businesses.

■ Trend of operating income to transaction volume ratio

(%)



■ FY2026 Q2 results

Overall

3.8%

YoY change..... (3.5pt)

QoQ change..... (0.8pt)

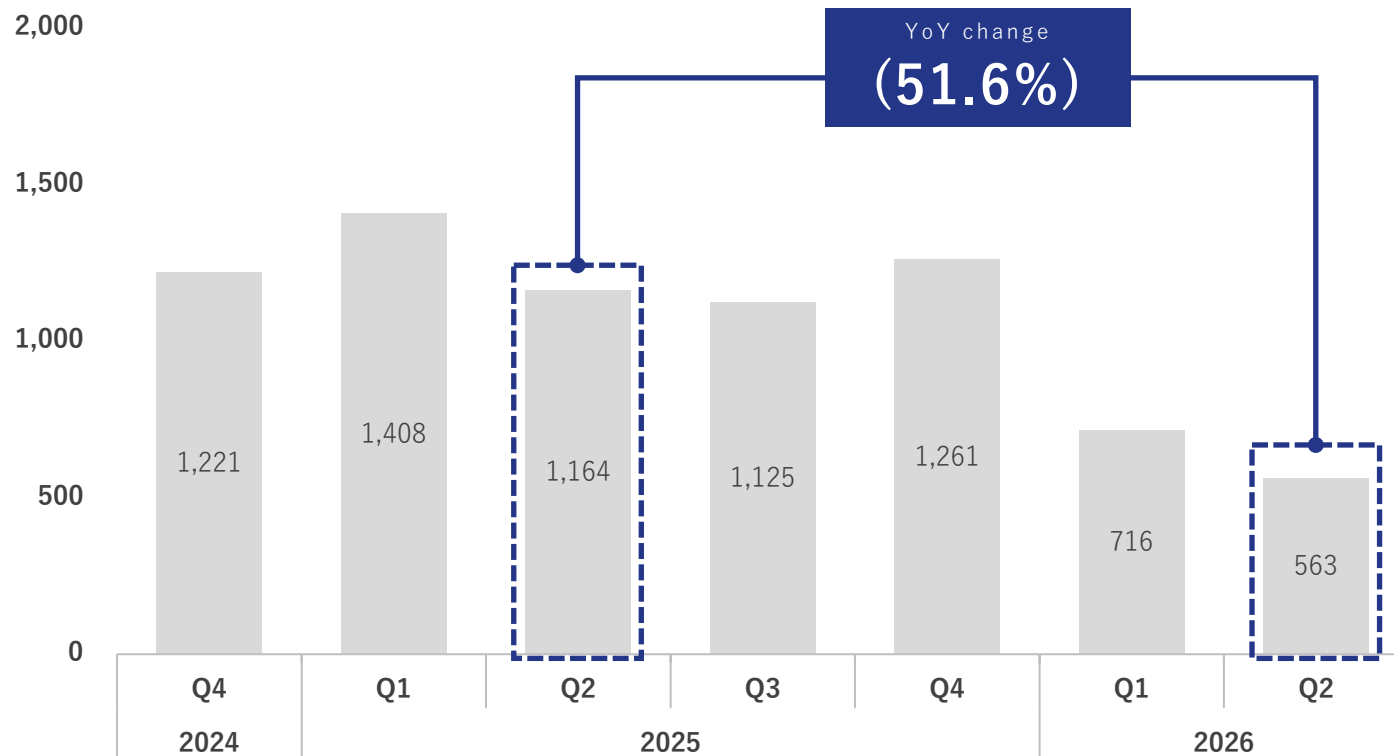
- Increasing productivity of existing businesses
- Appropriate investment in and expansion of strategic businesses
- Promoting the use of generative AI company-wide

[FY2026 Key Indicators] Operating Income Per Employee (Quarterly Basis)

Development of the customer base is complete. Launched a project for full-scale cross-selling and up-selling.

Trend of operating income per employee

(Thousands of yen)



FY2026 Q2 results

Overall

¥563 thousand

YoY change..... (51.6%)

QoQ change..... (21.4%)

- Improve productivity through systematization and visualization
- AI/DX investment, training of sales personnel
- Development of customer base
- Cross-selling and up-selling

04 ■ Withdrawal of the FY2025-2027 Medium-Term Management Plan

- Reasons for Withdrawal and Management Policy

■ Reasons for Withdrawal and Management Policy

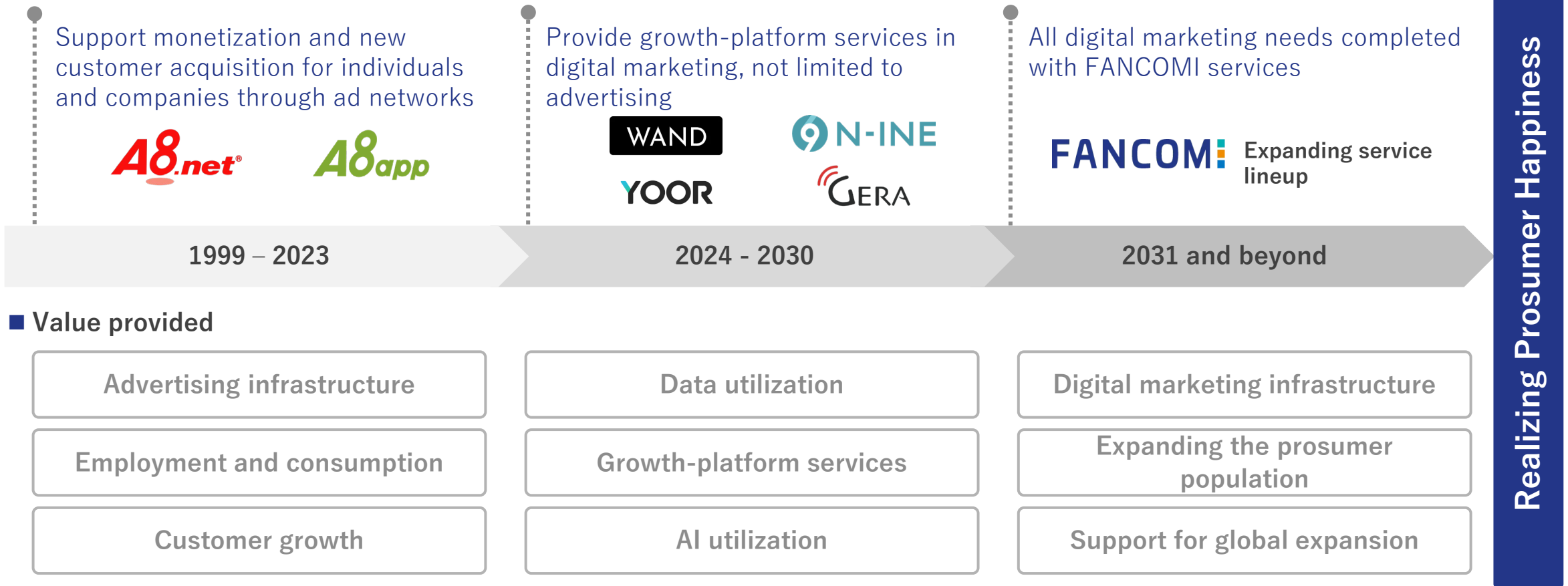
Reasons for withdrawal	The plan was formulated on the premise of "stable earnings from the CPA Solution Business plus growth of Strategic Businesses." The decline in search-driven customer acquisition is a trend since the late 2010s, accelerated by the spread of generative AI. Given changes among the media partners supporting the CPA Solution Business, we regard the decline in gross profit margin not as temporary but as a structural change, and have reset our baseline based on recent results. Regardless of the progress of Strategic Businesses, we judged it difficult to reasonably estimate the likelihood of achieving the FY2027 targets.
Basic policy (unchanged)	Increase participants in our performance-based digital marketing support services and aim to establish a competitive advantage through network effects.
Growth strategy (unchanged)	Expand the customer base with performance-based advertising as the entry point, and use AI to broaden our support from customer acquisition to customers' overall business issues.
Key measures (with revisions and additions)	• In the CPA Solution Business, combine adjacent solutions and strengthen support for new acquisition channels (SNS/LINE) to increase the number of advertiser and media IDs generating results. • In Strategic Businesses, continue investing in influencer marketing. For pre-/post-acquisition support, begin offering solutions for improving engagement, ROAS, and CVR maximization. Reset the timeline to establish recurring revenue, create successful cases, re-evaluate investments, strengthen investment discipline, and reallocate capital. • Expand investment in AI-driven support for customer issues (AI matching, operation agents, etc.). • Actively pursue M&A with synergies with existing businesses to increase business speed.

05 ■ Growth Strategy

Long-Term Milestones Toward Prosumer Happiness

Focus on the digital marketing domain and provide end-to-end support for customers' business growth. Provide a cost-effective, AI-driven digital marketing infrastructure centered on performance-based fees.

Actions

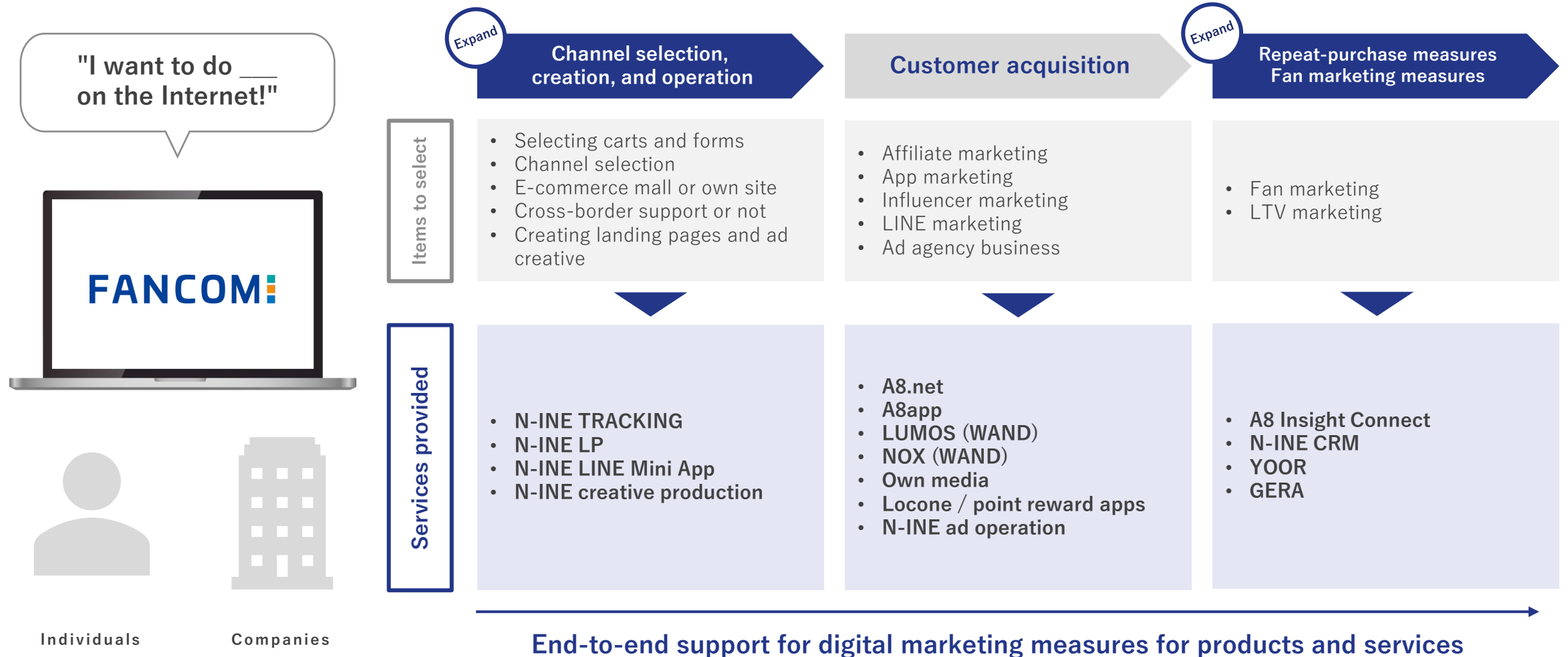


Value provided

Concrete Image of Digital Marketing Support

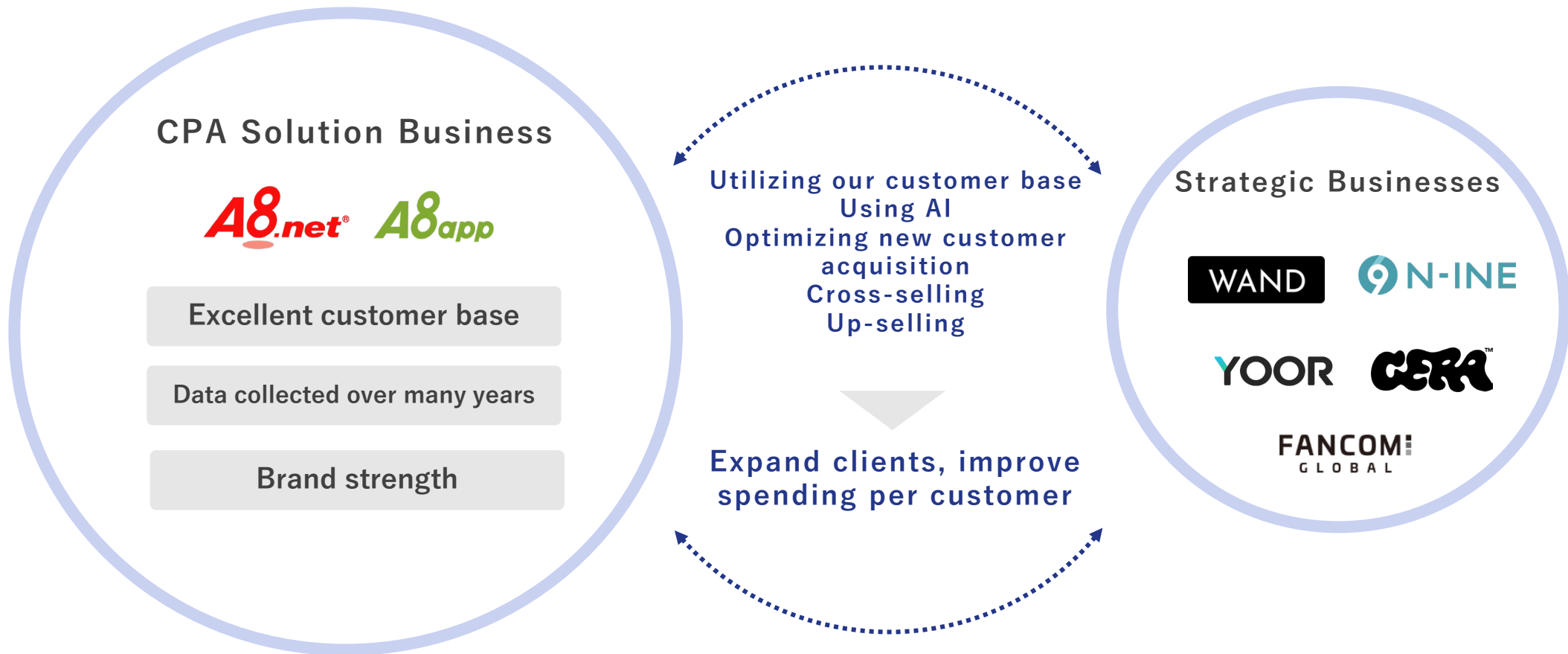
Since 2024, expanding our value provision beyond customer acquisition solutions to pre-/post-acquisition solutions

Build a foundation where customers can solve issues with FANCOMI solutions whenever they need



The Relationship Between the CPA Solution Business and Strategic Businesses

Our performance-based model, in place for over 25 years, is the only acquisition channel SMBs can use with confidence, and the customer base and brand strength accumulated over many years generate efficient customer acquisition. Leveraging this strength, we invest in adjacent digital marketing domains as Strategic Businesses, increase participants in our services, and aim to establish a competitive advantage through network effects.



Strengthening Competitiveness with the AI-Driven Growth Circle Strategy

Growth driven by human-powered volume expansion has reached a turning point due to environmental change. The Growth Circle, which uses AI to improve matching quality and data utilization, raises the speed and ceiling of our network effects.

Expanding customer IDs generating results and recurring revenue *Key indicators from Q3 FY2026



M&A Strategy Centered on Existing Assets

We will target domains where we can maximize synergies with our existing base of 3,000 corporate clients — our key asset — expanding the range of value we provide to customers and driving sustainable medium- to long-term growth.

M&A policy

Basic policy

- Carefully select investees (in the digital marketing domain) that will accelerate value delivery to our customers and targets
- Selectively target investees that are likely to improve ROE

Investment discipline

- Make investment decisions based on the expected rate of return (IRR), which reflects the capital cost, risks of individual deals, and business characteristics
- The target IRR varies by category and business phase. However, we have set a 15% IRR as the hurdle rate for investment decisions, provided they contribute to improving ROE

Specific direction

Investment theme	Specific targets	Expected synergies
Strengthen and deepen existing businesses	• Companies in the affiliate sector • Influencer marketing companies • Membership-based media companies	• Expand customer base • Maximize revenue through upselling and cross-selling
Expand the digital marketing domain	• Online marketplace management agencies • Marketing tools companies • AI-related companies	• Maximize revenue through upselling and cross-selling • Expand the range of value propositions by enhancing digital marketing support • Drive operational efficiency and advancement by utilizing AI

06 ■ Company Information

Our corporate philosophy is our DNA that lies within us.

Create

Believe

Slowly and steadily

**Create new value. Believe in that potential.
We will never give up, even if it is not something
immediately accepted by society.**

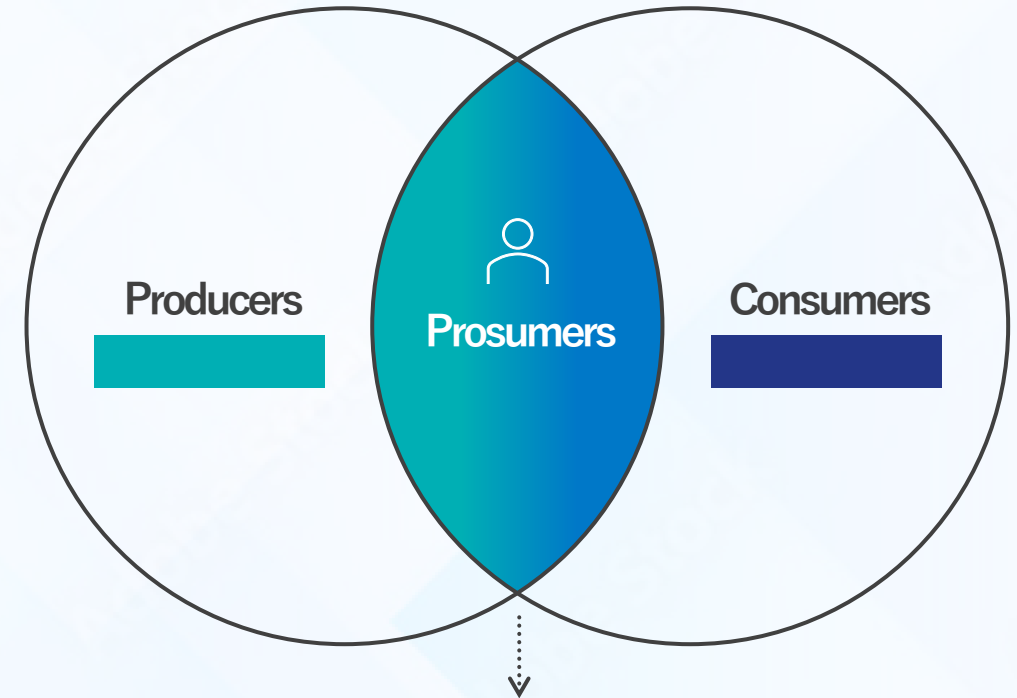
**Like the tortoise, not the hare.
Slowly and steadily, step by step, we keep moving forward.**



From an ad network provider to a prosumer support business

The market mechanism created by the era of mass production and mass consumption is coming to an end. A time is coming in which the line between production and consumption is blurred, and the world is filled with "prosumers" who resemble both sides.

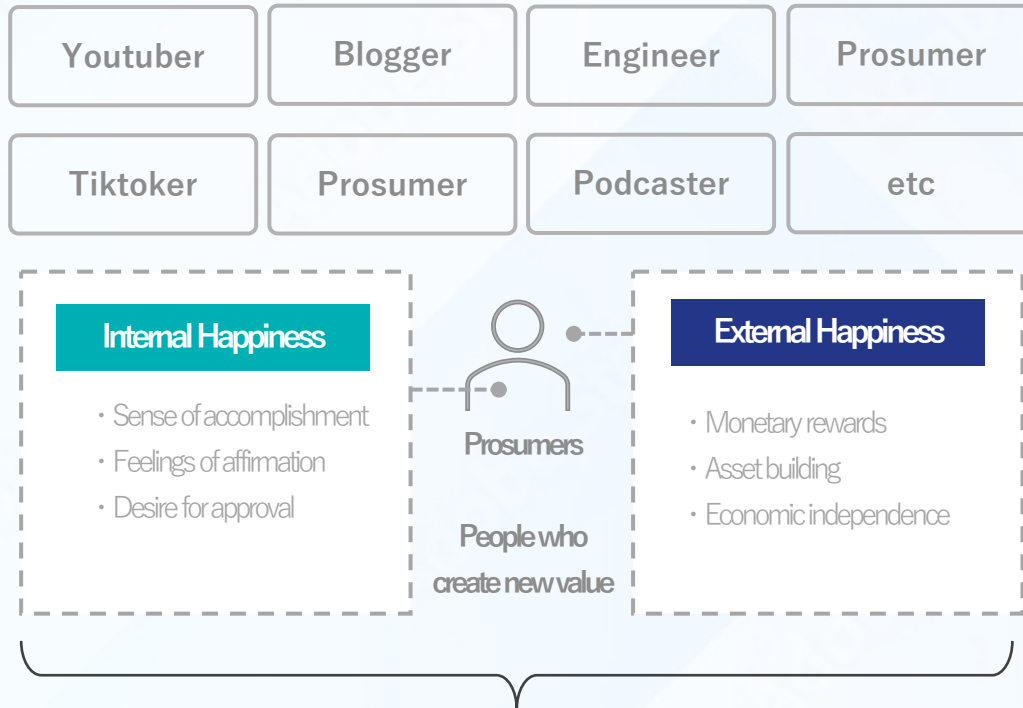
The Internet has greatly reduced the cost of advertising and disseminating information about the ideas, efforts, and works of individuals and small businesses to the world. By facilitating the creation of a new economic sphere on the Internet, we will continue to create mechanisms that increase the number of prosumers who are involved not only in consumption but also in production.



Prosumer happiness

= The "vision" we are working toward

We will support the coexistence of two forms of happiness and co-create them with prosumers.



Company Information

Company Overview

FANCOM

Company Name	FAN Communications, Inc.
Securities Code	2461 (Tokyo Stock Exchange, Prime Market)
Fiscal Year-End	December
Established	October 1, 1999
Capital	¥1,189.56 million (as of June 30, 2026)
President and Representative Director	Koji Ninomiya
Number of Employees	Non-consolidated: 343 / Group total: 383 (as of June 30, 2026; includes part-time and temp staff)
Headquarters	Aoyama Diamond Building, 1-1-8, Shibuya, Shibuya-ku, Tokyo 150-0002, Japan
Telephone	+81-3-5766-3530 (IR)
Fax	+81-3-5766-3782

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