Financial Results Presentation Materials

Q1 FY04/27 Results Briefing Materials

Securities Code 3134

Reference only
In case of any discrepancies between Japanese version and English version, Japanese Language version shall prevail.

September 14, 2026

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I. About Hamee

Spin-off through Share Distribution

NE Inc. transitioned from being our consolidated subsidiary to an independently listed company. Focusing management resources on the Commerce to achieve high growth and maximize shareholder value.

May 1, 2025 — First Half of the fiscal year — **Oct 31, 2025**

Nov 4, 2025 — Second Half of the fiscal year — **Apr 30, 2026**

Hamee Group

- Mobile Life Business
- Beauty Business (Former Cosmetics Business)
- Gaming Accessories Business
- New Business
- Global Business
- Platform Business

Spin-off

Hamee Group

- Mobile Life Business
- Beauty Business (Former Cosmetics Business)
- Gaming Accessories Business
- New Business
- Global Business

NE Inc.

- Platform Business

Hamee

Z CULTURE SPA

Identify

Purpose / Passion

Ignite your creativity

The excitement of playing absorbedly in childhood. The straightforward feeling of pure enthusiasm, a "This is it!" moment, without needing any rationale. We call this the "creativity." The shine of the creativity that each individual possesses is the very source of that person's "individuality."

We believe that a future where this pure passion harmonizes with the “individuality" of our bountiful Earth is the most interesting and valuable world possible.

Vision

Company that values the "individuality" of people and the earth

For people to be more authentically themselves.

For the Earth to remain bountifully the Earth itself, as it always has been.

The future Hamee aims for is one where both can shine. We will create that new everyday.

Mission / Strategy

Gen Z Culture SPA & Decarbonization

To consistently capture the needs of next-generation consumers, mainly Generation Z, and continue creating products that align with their lifestyle through an integrated system spanning from planning to sales.

To fulfill our responsibility as manufacturers, bringing our environmental footprint closer to zero. And to create a world where everyone can continue to enjoy their "individuality.”

To realize our vision, we are seriously undertaking two challenges through our commitment to "manufacturing."

※Gen Z : generally refers to people born from the mid-1990s to the early 2010s.
※SPA : a business model that vertically integrates planning, manufacturing, and sales.

Gen Z Culture SPA - Creating products that express personal identity—in-house, from concept to retail

Gen Z Culture

Next-Generation Values

- A Symbol of One's Individuality
- Fandom Activities
- Sustainability

The Generation Z market, representing the next generation poised to lead future consumption, is a rapidly growing market with high growth potential.

Achieving high profitability by offering high-value-added products that embody the culture cherished by Gen Z (e.g., self-expression, empathy, sustainability).

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The Engine of Creativity and Growth

Rapid Growth High Profit Ratio

The Production System

SPA *

Delivering directly to the customers

Planning → Manufac-turing → Sales

A business model that controls the entire process from product planning to manufacturing to sales in-house, minimizing intermediary margins and securing high profitability.

Analyzing data from various channels in real-time to quickly incorporate "hot-selling products and trends" into product planning and reflect them in our products.

Minimizing inventory risk through small-lot, high-frequency production.

*SPA: A vertically integrated strategy executing planning, production, and sales in-house.

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Mobile Life Business

Targeting Gen Z, for whom smartphones have become the "hub of their lives," we offer a one-stop solution for cases, screen protectors, electrical (charging/power source) accessories, and more, mainly our brand "iFace." This approach balances functionality with trendy design, resulting in top-tier recognition among younger generations.

Beauty Business*

The cosmetics brand "ByUR" is a natural cosmetics brand from Korea, conceptualized around "pore management." Primarily focusing on the base makeup and skincare markets, it offers a wide range of items developed in-house from the planning stage. Brand & series cumulative: Won 300 Best Cosmetic Awards since launch. Nov 2025: Launched inner beauty brand "ByGLOW."

Gaming Accessories Business

The gaming accessory brand "Pixio" offers gaming monitors and peripherals that combine accessible pricing with high quality. Notably, its unique monitor color variations, such as white and pastel colors—not found in other companies—coupled with trends like "fandom activities", are increasing brand recognition, particularly among younger generations.

Global Business

Focused on the North American market, expanding our offerings to include the music toy "Otamatone" and low-rebound toy like "squeeze" that feature collaborations with popular characters. Planning and developing these collaboration products in-house, and expanding not only into the North American, but also into China, Korea, Southeast Asia, and the EU.

*Renamed from Cosmetics to Beauty in FY04/27.

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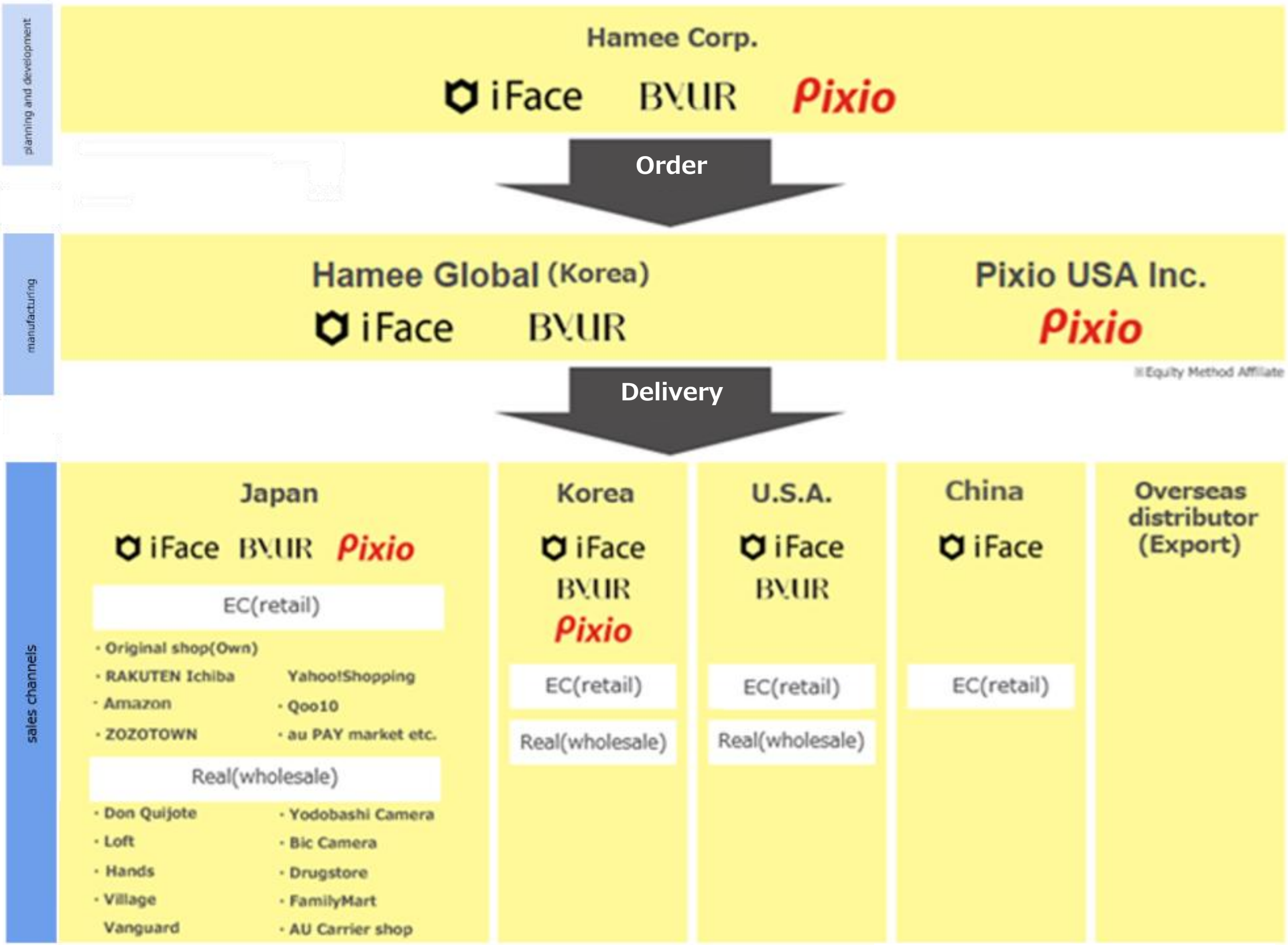
SPA Model

◉Main products ("iFace," "ByUR"): Established vertically integrated (SPA) model covering planning, manufacturing, and sales (incl. EC) across the Group.

◉While "Pixio" is not currently an SPA model, we plan to advance a shift toward an SPA-type business model—encompassing planning, manufacturing, and sales—by increasing the ratio of in-house planning and development and integrally managing the entire supply chain.

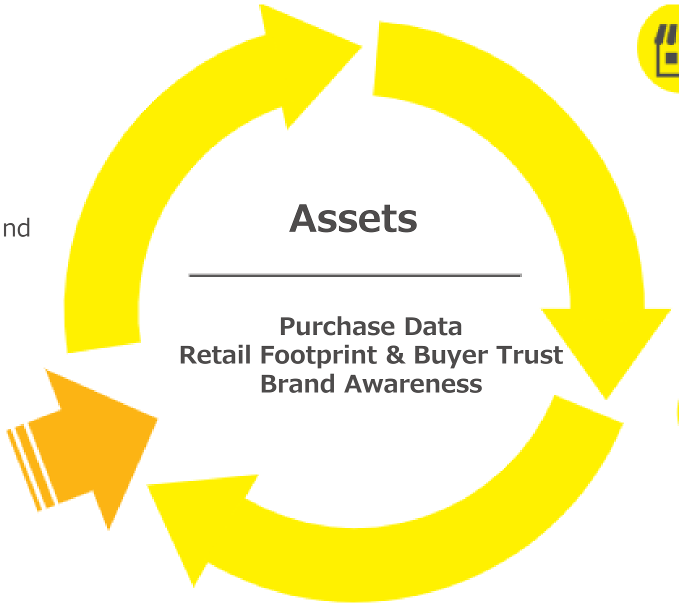


A virtuous cycle of continuously introducing new products to retail floor space.

Leveraging EC purchase data to secure shelf space at mass retailers and drugstores, building the brand in physical stores nationwide, and driving repeat demand back to EC.

01 Data Building

Building a track record of top sellers on EC, while analyzing and visualizing purchase data.



02 Getting Sales Spaces

Secured sales floor space in major channels (mass retailers, CE stores, drugstores) based on purchase data.

03 Brand awareness & brand building

Daily visibility in stores & SNS: Driving cumulative brand awareness and trust. Built trust drives instant purchasing decisions, leveraging smartphone case brand equity into other categories. Driving repeat EC designated purchases, fueling the next loop of purchase data.

New product & category launches

Mid-stream entry into the ongoing growth flywheel.

Launching new products into secured sales floors via existing buyer trust.

Retail space & trade trust open next-category shelf space; brand trust drives instant purchasing decisions.

As a result, we can roll out new categories while minimizing initial investment and launch lead time.

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The same proven model is being successfully deployed across multiple categories.

Test small, then scale on established retail floors — replicating the virtuous cycle of the previous page across 3 businesses.

Our Key Strengths: 3 Core Drivers of Cross-Category Expansion

Ability to Create What Has Never Existed
Commercializing unprecedented market-first colors and designs. In-house planning & development capability.

Ability to test small
Minimizing inventory risk through small-lot SPA production, testing products on EC first to verify market performance.

Ability to Capture Market Trends
Capturing the Next Gen Z Best-Sellers Ahead of the Market via EC Purchase Data and Social Media.

Mobile Life Business

iFace

iFace Portable Fans

Sold out within just 3 months of launch.

Retail space repurposing x Brand equity

Directly leveraging established retail floors and sales channels created via iFace; case brand equity drives instant customer selection in new categories.

Beauty Business

BYUR

Introduced across roughly 8,000 retail locations, such as variety shops and drugstores (as of July 31, 2026).

Securing retail space → Adjacent brand expansion (ByGLOW)

Expanding retail footprint via EC purchase data; replicating model to enter inner beauty market via "ByGLOW."

Gaming Accessories Business

Pixio

Monitor arms became our top-selling product category by unit volume for the first time (Jul. 2026)

Expanding adjacent categories (monitors to full room space) for the same customer base.

Unlocking market growth via custom color lineups; leveraging unique white/pastel monitor positioning to expand from monitor arms into desks and chairs.

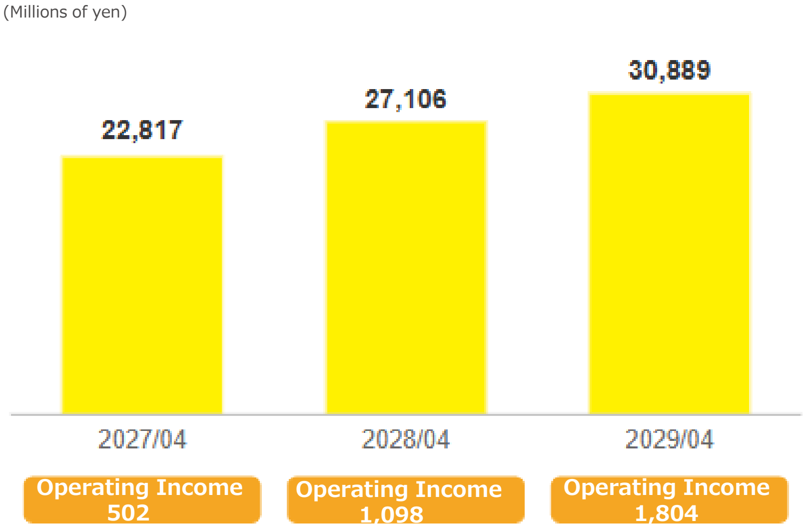
Scaling new categories reinforces brand equity.

Stronger brand equity shifts new category launches from building awareness to winning customer selection.

3-Year Outlook Driven by This Virtuous Cycle: Mid-Term Management Plan (FY04/27 – FY04/29)

Rolling new items into "established retail space" drives top-line growth
while suppressing customer acquisition and floor setup costs, boosting profitability.

3-Year Financial Outlook: Net Sales & Operating Income



3 Strategic Initiatives Driving Growth Over the Next 3 Years: April 2026 Results → April 2029 Target

01	Deploying new offerings onto "existing retail space"	**Net Sales Growth Ratio** **+15.4% CAGR**
02	Driving product hit rate via low-risk, small-scale validation	**Marginal Profit Ratio** **22.3% → 25.7%**
03	Producing only what will sell to maintain optimal inventory levels	**Inventory Turnover Ratio** **1.94 times → 2.94 times**

Operating Income Ratio: 1.3% → 5.8%
ROIC: 5.3% → over 10%

*Numerical targets and company-wide KPIs on this page are based on the "Notice of Formulation of the Mid-Term Management Plan" disclosed on June 15, 2026.
Revenue growth rate, operating margin, marginal profit ratio, and inventory turnover rate for FY2026/4 are calculated on a pro forma basis excluding NE Inc. results.

II. Financial Results

Key points for showing and disclosing this term's performance (3 points)

1

Merged into a single business segment

As NE Inc. was separated from our group, our company now consists of only the "Commerce Segment.“
Going forward, we will manage and disclose our overall company performance as a single report.
In addition, we will continue to disclose sales by business as before.

2

Profit by business will be disclosed as a "reference value."

Although statutory segment reporting will be consolidated into a single segment, this document includes profit by business as a reference value calculated using the traditional method, to ensure we continue providing updates on each business.
Additionally, the Cosmetics Business has been renamed to the "Beauty Business."

3

Comparison with previous year results will be based on figures excluding NE Inc.

Because last year's performance (up to Q2 FY04/26) includes NE Inc.'s results, previous-year figures excluding NE Inc. are shown to allow an accurate comparison with our current business scale.

Explanation of seasonal factors in our group

- **Due to the factors listed below, our group experiences a strong trend where sales peak in Q3. In addition, Q2 and Q4 are also peak demand periods, making our performance naturally weighted toward the second half of the fiscal year.**
- **Because product launches and promotional activities for the second-half sales peak ahead in the first half, expenses are concentrated in H1, with profits planned to accumulate in H2.**

Q1 (May–Jul)

Core Product Sales & New Product Preparation

Stable demand trend for core products.

Product dev & promo prep for 2H (autumn/winter) new product launch season.

Q2 (Aug–Oct)

Demand for new products

Expansion of wholesales for new iPhone accessories.

New product announcements for autumn in the Beauty Business.

Q3 (Nov–Jan)

Peak sales period

Expansion of sales in both Gaming and Global businesses driven by Black Friday and year-end sales (Christmas shopping season overseas.)

Expansion of Mobile Life Business sales mainly on new iPhone accessories.

Q4 (Feb–Apr)

Peak demand: Fiscal year-end to start of new fiscal year

Increased demand for our products accompanying life transitions such as entering school or joining the workforce.

New product announcements for spring in the Beauty Business.

Executive Summary

Operating loss narrowed YoY ex-NE (reflecting temporary factors). The Beauty Business turned profitable, driving a significant improvement in operating income compared to the same period last year. As the first year of our Mid-Term Management Plan, we initiated efforts to strengthen our earnings base. We plan to make upfront investments in H1 and recover them in H2.

1

Sales grew YoY despite ongoing upfront investments for H2.
Narrowed operating loss, driven in part by lower COGS due to U.S. subsidiary tariff refunds.

2

Revenue growth was secured with both EC and wholesales outperforming the prior year, despite profit declining due to upfront brand investments in Mobile Life.
Significant increase in revenue driven by expanding base makeup retail footprint; Beauty Business profit returned to profitability from prior-year loss.

3

New category development is underway across businesses, including powered accessories, inner beauty, and furniture.
Marginal profit ratio improved toward mid-term management plan target; inventory turnover temporarily declined on H2 stock build-up, set to recover by year-end.

Q1 FY04/27 Consolidated Overview

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⦿Since the consolidated results for the same period last year include NE Inc., reference values excluding NE (Excl. NE) are also provided.

⦿Excluding NE Inc. on a pro forma basis, revenue expanded and operating loss shrank significantly. Net profit for the quarter stayed positive, driven in part by non-operating income including the reversal of stock option. Improvement in operating profit/loss includes temporary factors such as a decrease in cost of goods sold resulting from U.S. tariff refunds.

(Millions of yen) Consolidated Overview	Q1 FY04/26 Results (Including NE)	Q1 FY04/26 Results (Excluding NE)	Q1 FY04/27 Results	Increase /Decrease	% YoY
Net sales	5,290	**4,301**	**4,610**	308	7.2%
Gross profit	3,015	**2,311**	**2,939**	628	27.2%
Operating income	171	**(185)**	**(14)**	170	—
Net Profit attributable to owners of parent	25	**65**	**59**	(5)	(8.2%)

＊Increase/decrease and % YoY are calculated based on figures excluding NE Inc .

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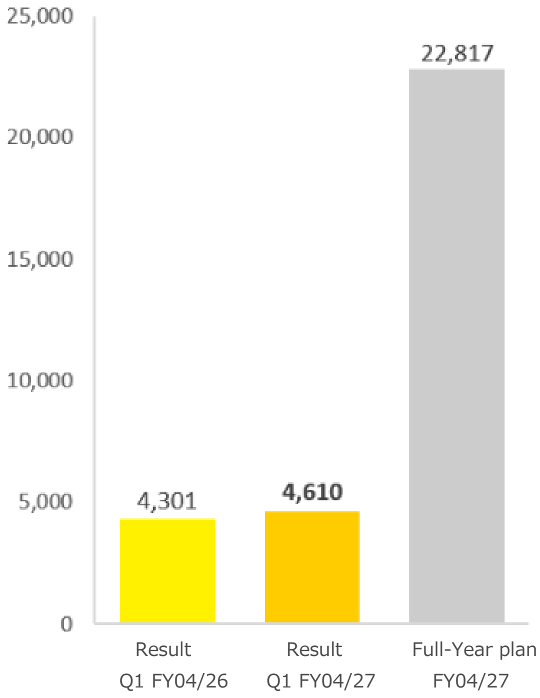
Q1 FY04/27 Consolidated Financial Highlights

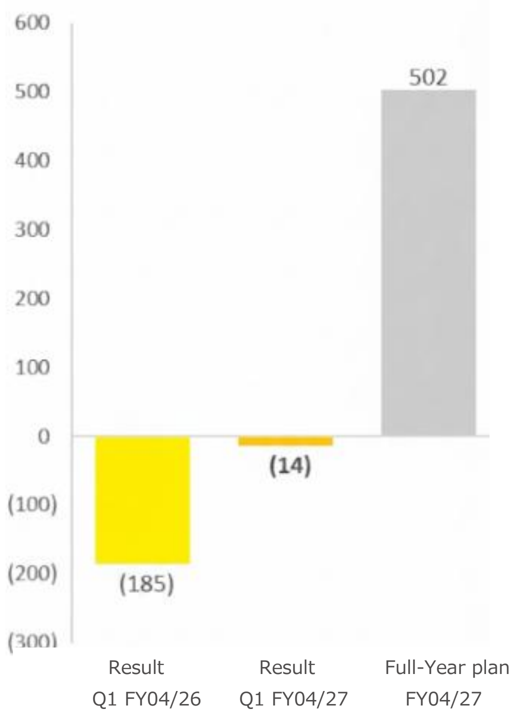
(Millions of yen)

Net Sales *1



(Millions of yen)

Operating income *1



% of Full-Year Plan

Net Sales	20.2%
Operating income	—※

*Achievement rate not shown due to operating loss.

marginal profit ratio *2
24.8 %
Q1 FY04/26 results: 19.6%

Inventory turnover ratio
1.38 times
Result Q1 FY04/26: 1.84 times

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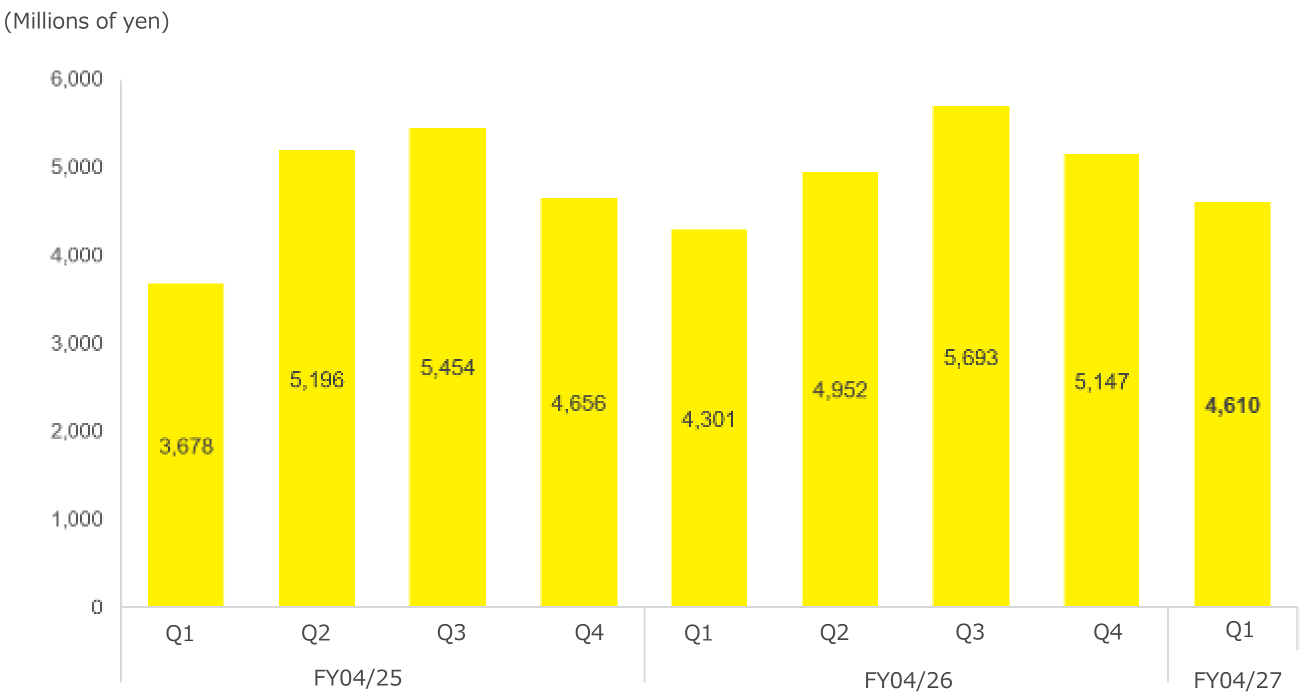
*1 FY04/26 figures exclude NE Inc. results following its Nov 2025 spin-off to accurately reflect growth potential of current portfolio.
*2 Marginal profit ratio: Net sales less cost of sales and variable expenses (advertising/sales promotion, logistics, sales commissions, etc.). Key metric visualizing profitability improvement.

Sales by quarter

- Full-year results are back-half weighted, shaped by seasonal factors, including Q2 new product demand in the Mobile Life and Beauty Businesses, Q3 year-end and Christmas shopping plus new iPhone sales expansion, and Q4 new life and Beauty new product demand.

- Moving away from single-business reliance on the Mobile Life Business, we are growing the Beauty Business and entering new categories in Gaming Accessories, steadily advancing our portfolio diversification.

Net sales(Accounting Period)



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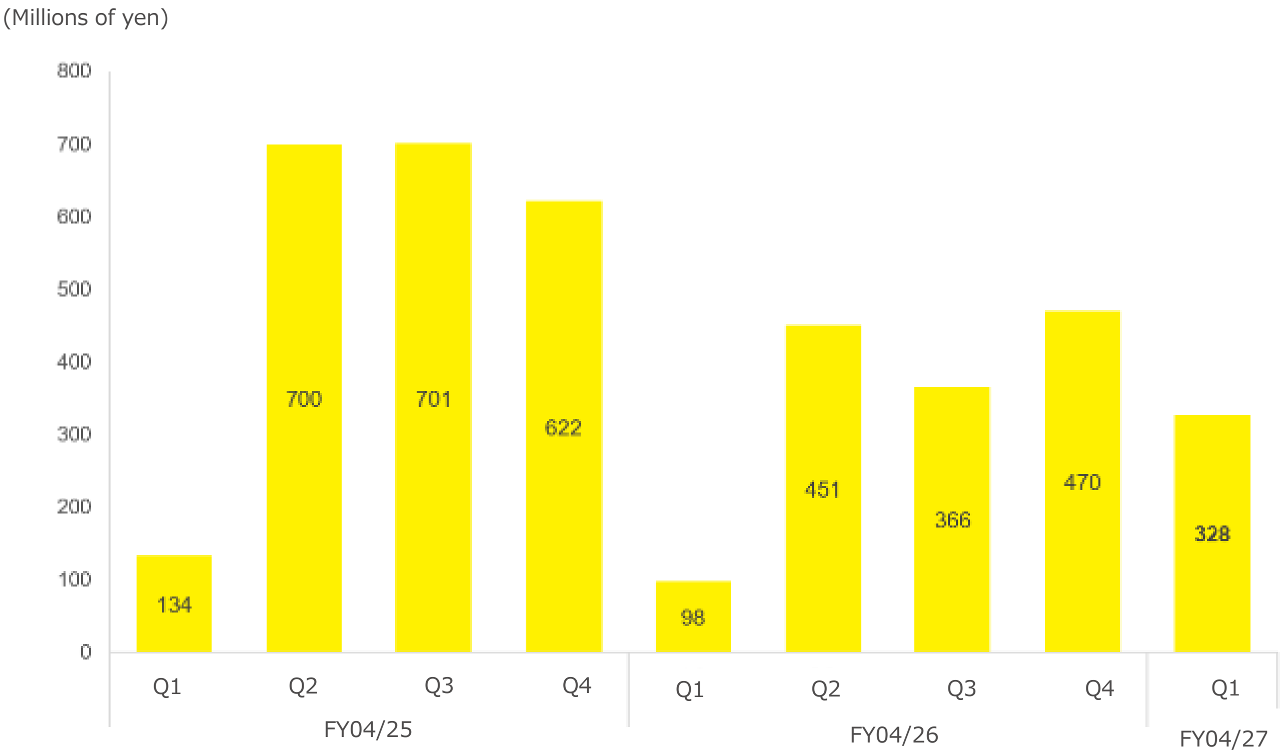
Business profits by quarter

- Similar to sales, performance remained at a high level from Q2 onward.
- New iPhone products supported profitability in the Mobile Life Business from Q2 through Q4.
- Beauty Business results varied quarterly, shaped by the timing of new product releases in Q2 and Q4.
- Business profits grew YoY in Q1 FY04/27, supported by the Beauty Business returning to profitability.

Business profit (Accounting Period)



III. Results by Business

Q1 FY04/27 Overview by Business (Net sales)

Z CULTURE SPA

(Millions of yen)		Q1 FY04/26 Results	**Q1 FY04/27 Results**	Increase /Decrease	% YoY
Net Sales		4,301	**4,610**	308	7.2%
	Mobile Life Business	1,705	**1,803**	98	5.8%
	Beauty Business	881	**1,331**	449	51.0%
	Gaming Accessories Business	934	**792**	(141)	(15.2%)
	New Business investment	30	**27**	(3)	(10.4%)
	Global Business	749	**655**	(94)	(12.6%)

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Q1 FY04/27 Overview by Business (Business Profit)

(Millions of yen)	Q1 FY04/26 Results	**Q1 FY04/27 Results**	Increase /Decrease	% YoY
Business profit	98	**328**	229	231.9%
Mobile Life Business	244	**238**	(6)	(2.5%)
Beauty Business	(70)	**62**	132	—
Gaming Accessories Business	66	**46**	(19)	(29.2%)
New Business investment	(45)	**(41)**	3	—
Functional Departments	(63)	**(62)**	0	—
Global Business	(33)	**84**	117	—
Business profit ratio	2.3%	**7.1%**	4.8%	—

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Q1 FY04/27 —Net Sales analysis

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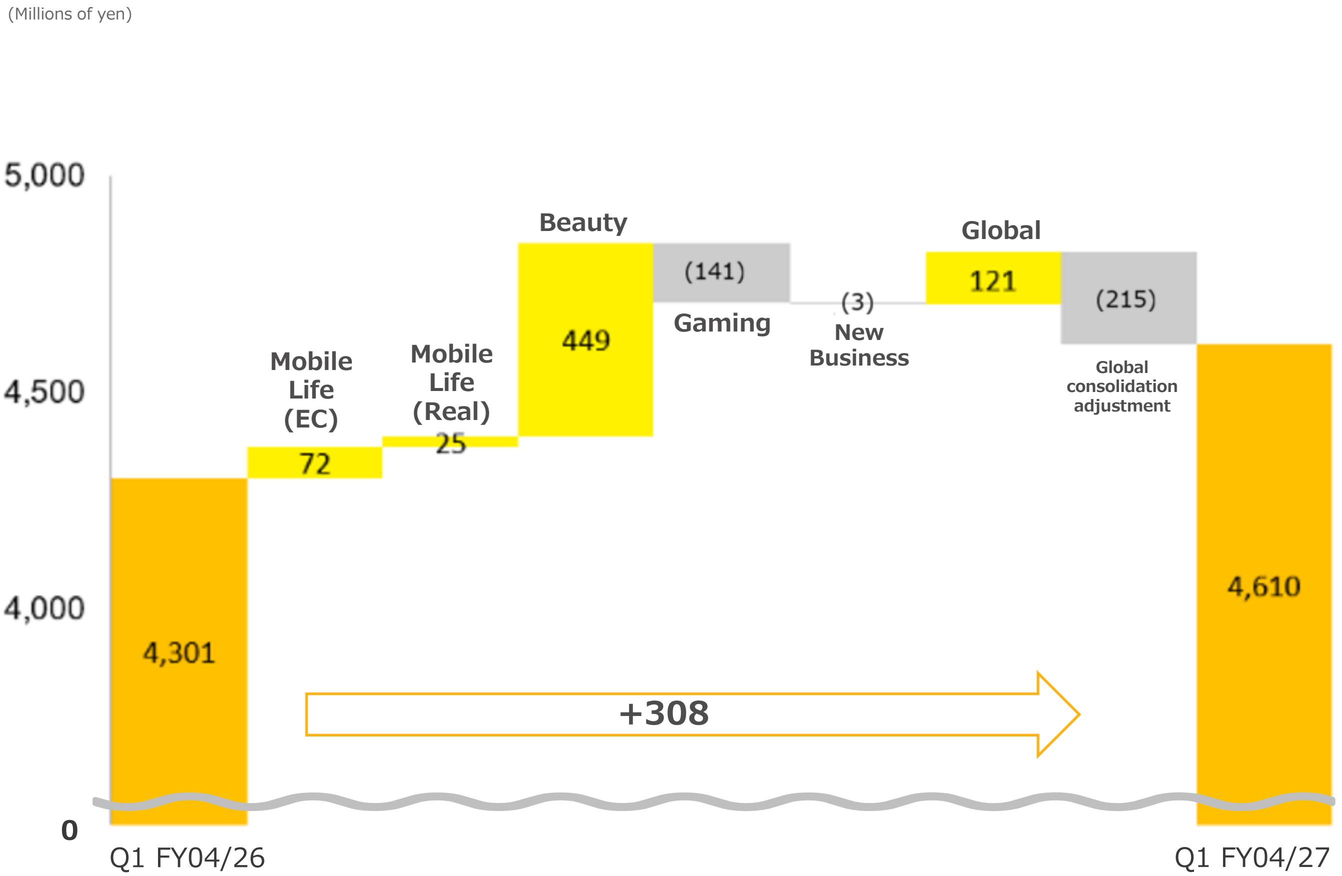
Net sales(cumulative period)

◉Mobile Life: Both EC and Wholesales achieved revenue growth, with shift to MagSafe Models driving higher average selling prices.

◉Beauty: Expansion of base makeup retail doors drove 51.0 % YoY revenue surge, leading overall company growth.

◉Gaming Accessories :Monitor arms became our top-selling product category by unit volume for the first time (Jul. 2026), driving our shift to peripheral accessories despite intense price cuts from major competitors.

◉Global: Increased sales to external customers by region, yet net sales dropped owing to higher consolidation adjustments (eliminations) from expanded supply to Japan.



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Q1 FY04/27
Business profit analysis

Z CULTURE SPA

◉Mobile Life: Upfront expenses for strategic advertising to drive sales and market share expansion, combined with advance costs for Q2 new product launches, led to profit decline.

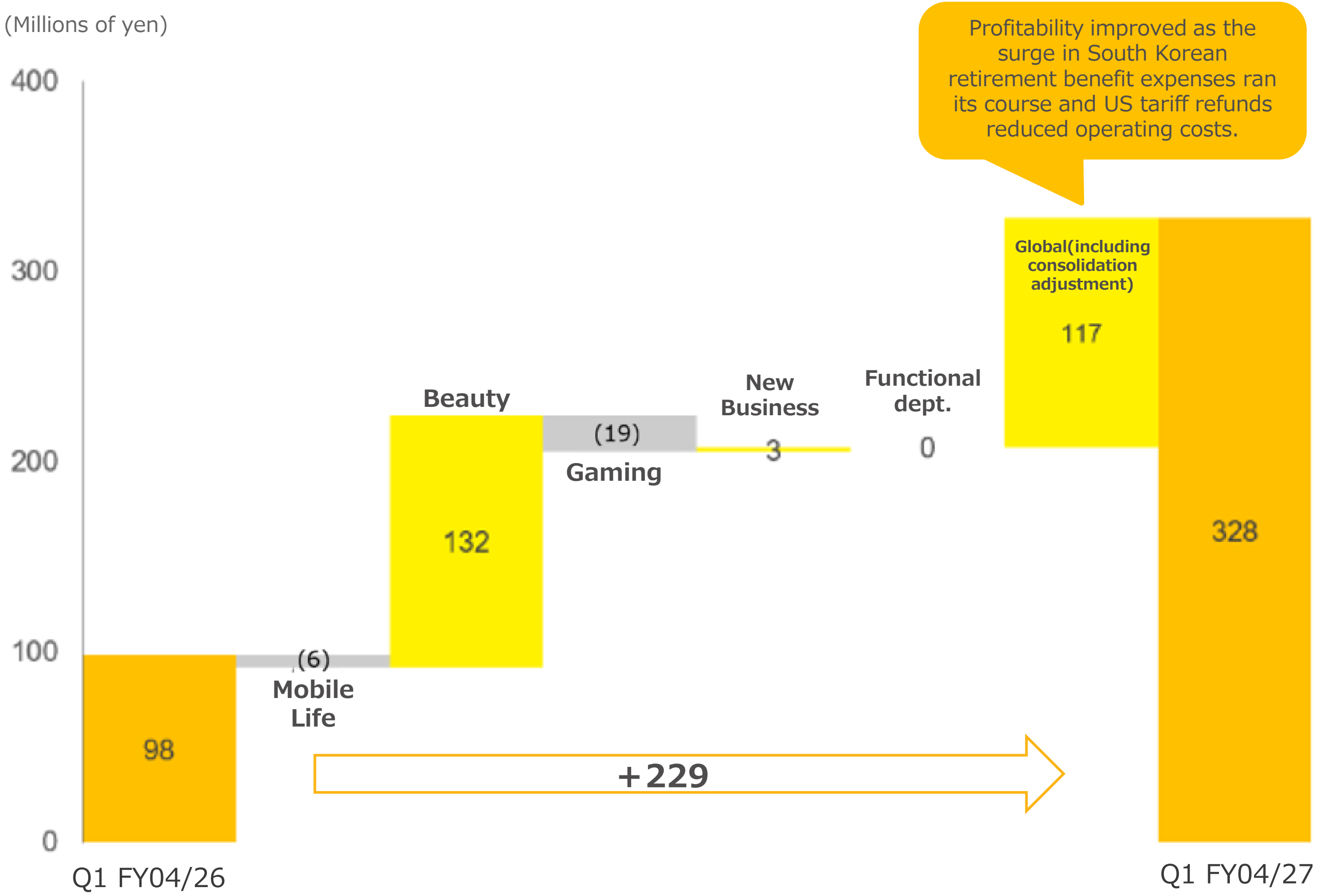
◉Beauty: Shifted from operating loss to Profitability driven by massive revenue growth, even as upfront promotional investments continued.

◉ Gaming Accessories: It was a tough market that lowered revenue, with higher ad and shipping costs reducing profit, while new desk and chair launches continued.

◉Functional dept: Broadly in line with the prior year.

◉Global: Profitability improved as South Korean retirement costs passed their peak and US tariff refunds provided relief.

Business profit (cumulative period)



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Q1 FY04/27 Mobile Life Business

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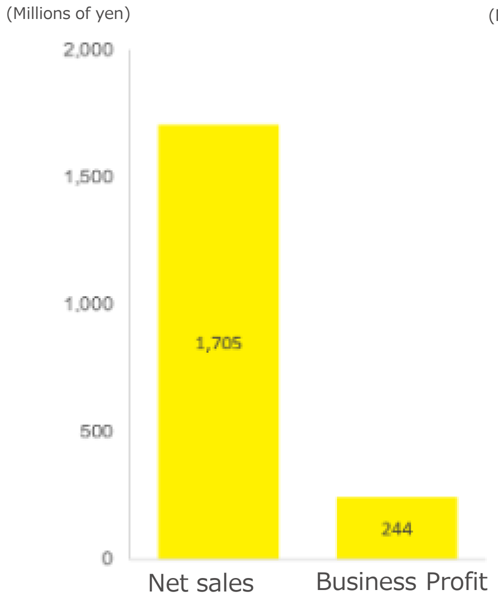
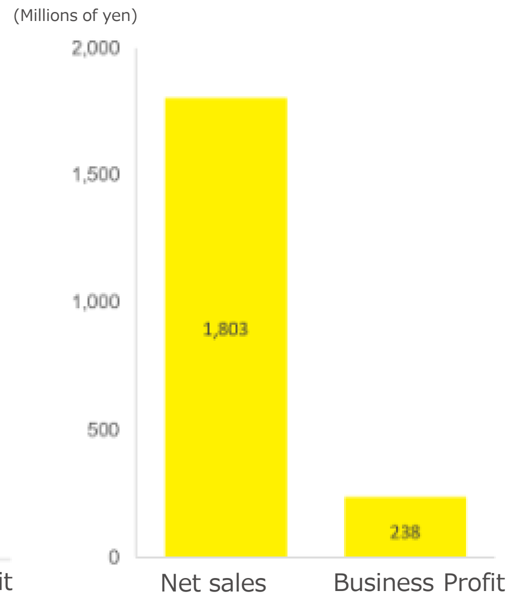
- ⦿Revenue increased as both EC and wholesales beat the previous year, while profit declined due to upfront strategic investments like advertising.
- ⦿Unit selling prices rose YoY, supported by rebranding to iFace and moving mix into higher price points such as MagSafe series.



Q1 FY04/26



Q1 FY04/27

Net Sales

JPY 1,803 million

up JPY 98 million YoY/ up5.8%

Business profit

JPY238 million

(down JPY 6 million YoY/down 2.5%)

Marginal profit ratio

21.2 %

(down 0.8pt YoY)

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Mobile Life Business

Sales Trends: Progress in switching to the iFace brand drove up average selling prices.

Transitioning non-iFace lines to the "iFace" brand starting with top-sellers, translating strong brand equity into higher selling prices. Selling prices improved year-over-year, driven by mix expansion into higher price tiers including "BeBling" and MagSafe lines. Sales volume stayed flat YoY thanks to expanding standard product lines.

New Products & Category Expansion: Electronic accessories as the second pillar

New category launch progressed smoothly. Portable fans, launched as the first entry in our category expansion, sold out in approximately 3 months. Positioning Electronic accessories as a growth area, we are driving new product launches and supply chain setup for autumn smartphone releases. Concurrently launched 5 new IP collaboration items pricing above overall average, reinforcing lines selected for individuality.

Topics: Inventory remained in line with the previous year, planned preparation underway for H2 shopping season

Inventory levels remained in line with the previous year, with product preparations for H2 new smartphone sales season progressing according to plan. Cost of sales ratio improved YoY, but underlying trends matched prior-year levels when adjusted for timing factors from reduced valuation losses. Clearing old model inventory stays an active priority, driven by scheduled roll-offs through series-wide promotional campaigns.

Mobile Life Business　Sales by quarter

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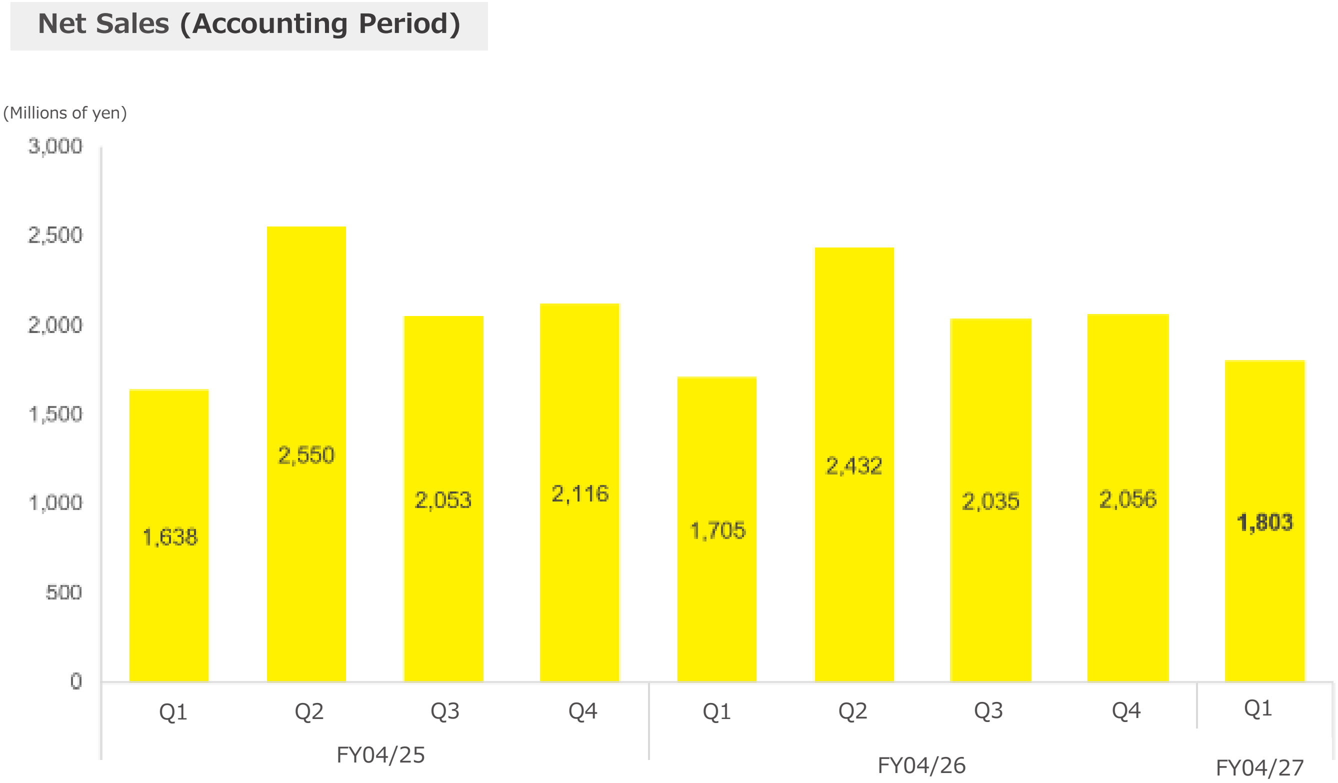
◉Q2 grew significantly because the replacement demand for smartphones accompanying the announcement of the new iPhone and increased sales of peripheral accessories.

◉Sales in Q3 increased because of increased sales volume because of combination of the year-end sales and various EC malls.

◉Sales are expected to increase in Q4. The replacement of smartphones increased because of the demand for new lifestyles such as enrollment and employment. In addition, the overlap of campaigns by various telecom carriers.



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Mobile Life Business　Business profit by quarter

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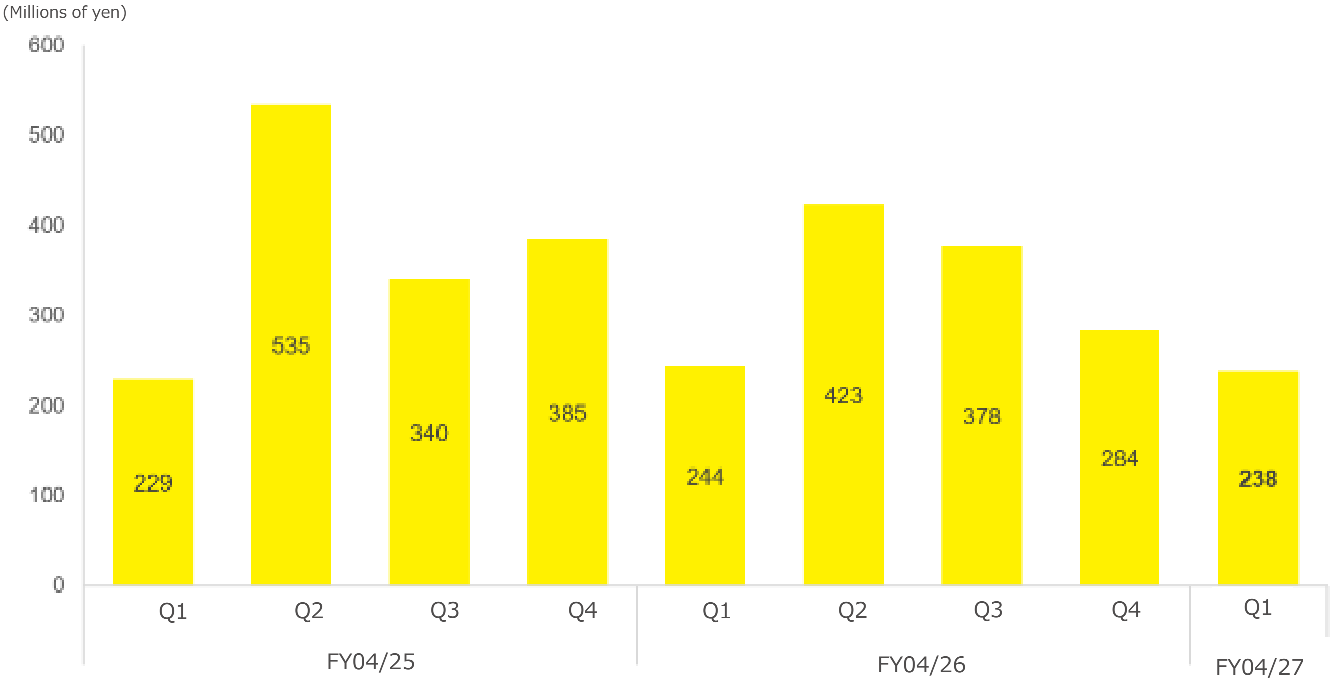
- ⦿Q2 profit grew significantly. Increased sales volume associated with the launch of new iPhone, contributing to profit.

- ⦿Q3 profit also grew significantly because the events such as Black Friday and the holiday season.

- ⦿Q4 contributed to profits, driven by smartphone case replacement demand during the new lifestyle demand.

- ⦿Profit was secured through cross-sell measures targeting peripheral accessories, leveraged by a growing lineup of “MagSafe” products. Concurrently accelerating peripheral accessory development.

Business Profit (Accounting Period)



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Q1 FY04/27　Beauty Business

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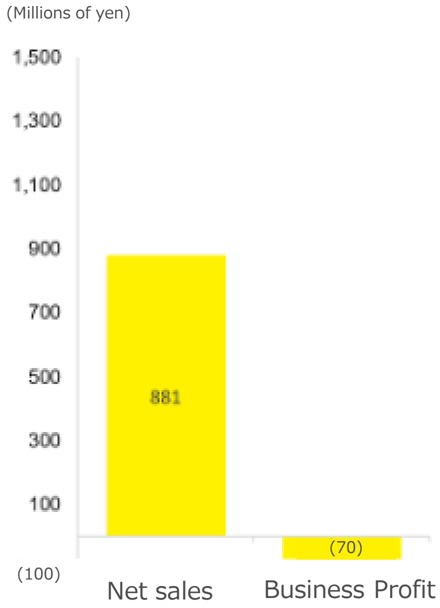
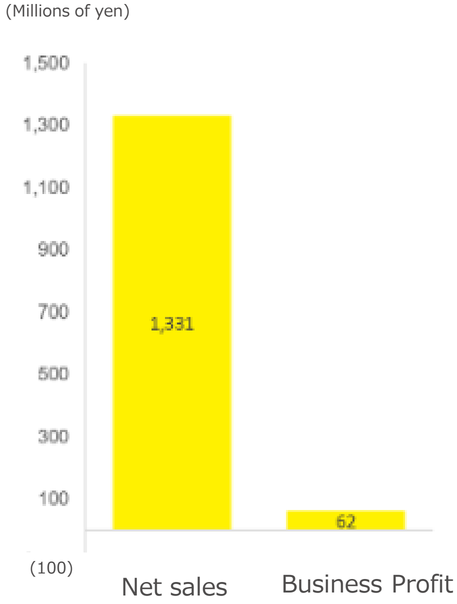
◉Significant increase in revenue (+51.0% YoY), led by strong wholesale performance on expanded retail store for base makeup.
◉Returned to profitability from prior-year loss, even as upfront promotional spend continued for store network expansion.



Q1 FY04/26



Q1 FY04/27

Net Sales
JPY1,331 million
up JPY449 million YoY/ up 51.0%

Business profit
JPY62 million
up JPY132 million YoY

Marginal profit ratio
12.8 %
up 12.5pt YoY

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Beauty Business

Sales Trends: Base makeup drove growth, supported by the continued expansion of retail store distribution.

Expanded retail footprint in drugstores and beyond, led by core base makeup items such as loose powder and cushion foundation. EC sales base broadened across multiple channels beyond main EC platforms, lowering reliance on large-scale promotional sales. Revenue rose significantly with strong performance in both EC and wholesales, driving business profit to turn profitable from a loss in the prior-year period and marginal profit margin to improve YoY.

New Products & Category Expansion: Product Lineup Expansion and Advertising Investment for Inner Beauty Brand "ByGLOW"

Inner beauty brand "ByGLOW," launched as a new category, expanded its product lineup in July by introducing new items focused on iron, skin care ingredients, and vitamin C. We are currently in a phase of intensive brand awareness investment, including TV commercials, with "Lipo Collagen Lift Shot Tablet" winning 1st place for Best Cosmetics in the first half of 2026. Utilizing ByUR's existing product development capabilities and retail distribution channels enables efficient cross-brand scaling to construct a multi-pillar profit structure.

Topics: Core Product Renewal, Inventory Staged for Autumn shopping season

Renewal of flagship cushion foundation completed, with store returns fully collected by July and return ratios returning to planned levels. New product showcase held in July, supported by scheduled inventory staging ahead of September autumn product launches and H2 sales season. ByUR secured 300 cumulative awards brand/series-wide (Jan 1, 2022 – Jun 30, 2026). Current-quarter earnings reflect a net gain as reversals of valuation losses recorded last fiscal year surpassed current-period valuation charges.

Beauty Business　Sales by quarter

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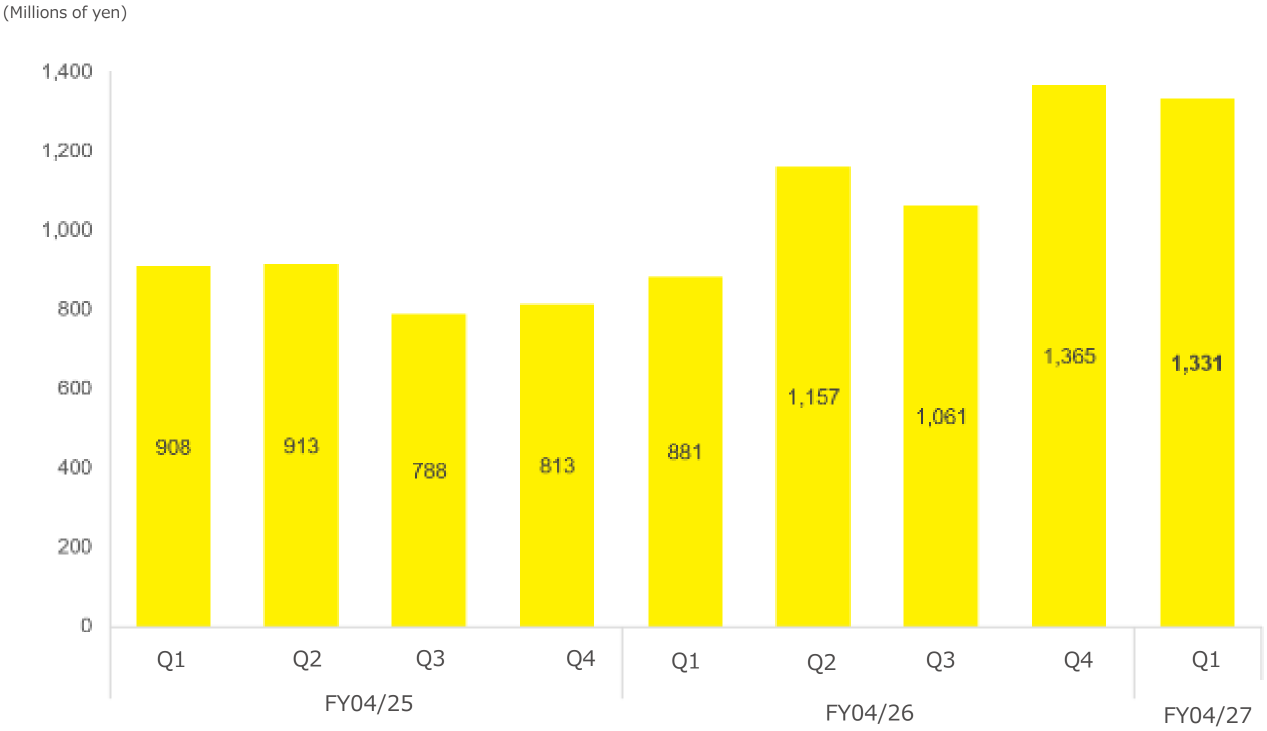
- Sales are growing every year in line with new product releases of Spring (Q4) and Autumn (Q2). Releasing new products that have been in seasonal trends.
- Aiming for ongoing revenue growth by broadening base makeup store footprint across ~8,000 wholesale locations (as of end-July 2026).
- Transitioning to a model targeting steady annual top-line growth by broadening new launches to Q1/Q3 to strengthen positioning in major EC sales events.

Net Sales (Accounting Period)



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Beauty Business　Business profit by quarter

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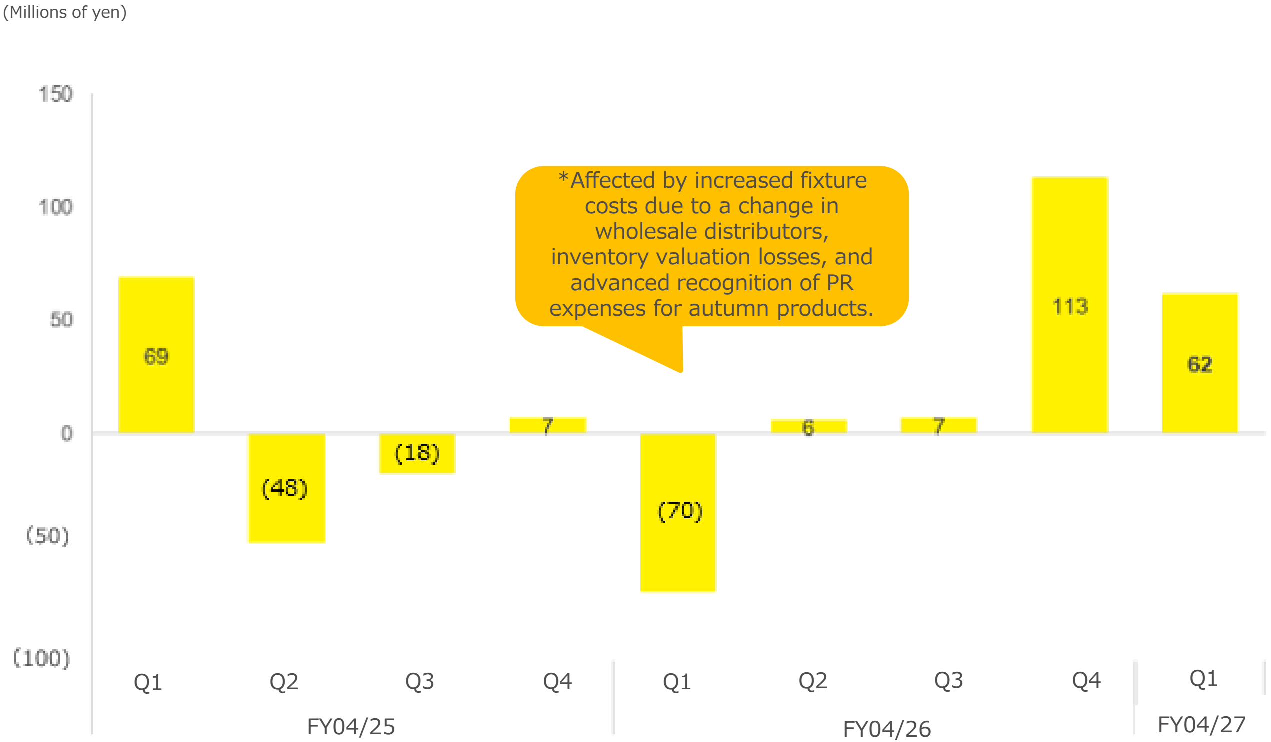
- Acquired a license to manufacture and sell cosmetics related to imports in 2024 and reduced the cost of sales ratio.
- Earnings have been improving gradually since FY04/25.
- Q1 FY04/26 recorded one-off losses driven by wholesale distributor changes, inventory write-downs, and front-loaded ad spend.
- Profitability enhanced through cost improvements, effective from Spring 2026 new product launches.
- Q1 FY04/27 returned to profitability on higher sales from expanded base makeup distribution.

Business Profit (Accounting Period)



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Q1 FY04/27 Gaming Accessories Business

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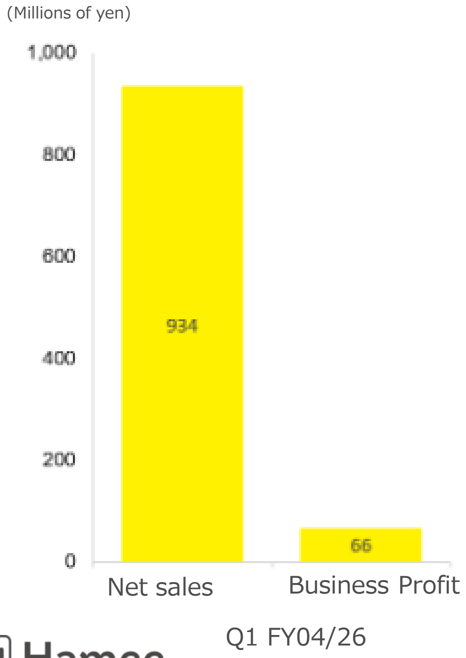
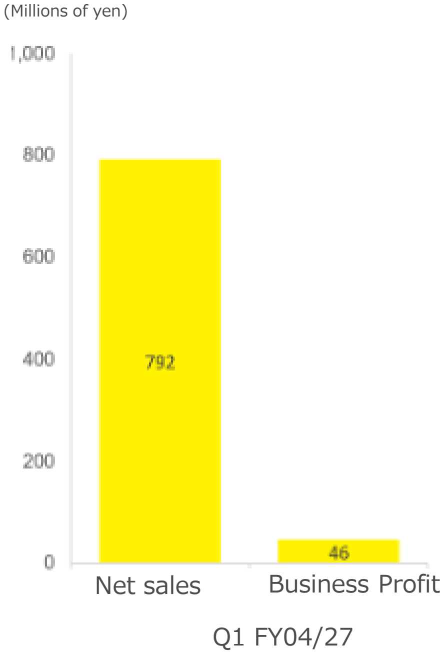
◉While the market environment remains tough due to price cuts by major manufacturers, a decline in monitor sales led to a decrease in revenue.
◉Higher advertising and logistics costs resulted in lower earnings. Business profit and marginal profit ratio included a temporary decrease in cost of goods sold resulting from purchase rebates and other factors. Continued rollout of new categories and items, including desks and chairs.





Net Sales
JPY792 million
(down JPY141 million YoY/ down15.2%)

Business profit
JPY46 million
(down JPY19 million YoY/ down29.2%)

Marginal profit ratio
8.9 %
(down 0.2pt YoY)

Gaming Accessories Business

Sales Trends: Monitor arms +30%, peripheral accessories up 2.3x; monitor arms became the top-selling category for the first time.

While intense price competition persisted in the monitor market driven by cuts from major manufacturers, monitor arms performed strongly, buoyed by positive response to our white and colorful design options. Unit sales up +30% YoY, anchored by Amazon Prime Day. Peripheral accessories (cables, mousepads, etc.) also grew 2.3x YoY. In July, monitor arms became our top-selling product category by unit volume for the first time (Jul. 2026), advancing our transition away from dependence on monitor displays.

New Products & Category Expansion: Full-space setup from desks/chairs to cables

Portfolio expanded in July with new monitor colors ("Champagne Gold" / “Pink Gold"), curved models, and creator collaborations. Furniture (desks/chairs) sales gaining momentum; accessories revenue (incl. cables & mousepads) grew 2.5x YoY. Higher-margin peripheral accessories improve overall profitability as their sales mix expands relative to monitor displays.

Topics: Inventory Reduction Progresses Through Sales Events

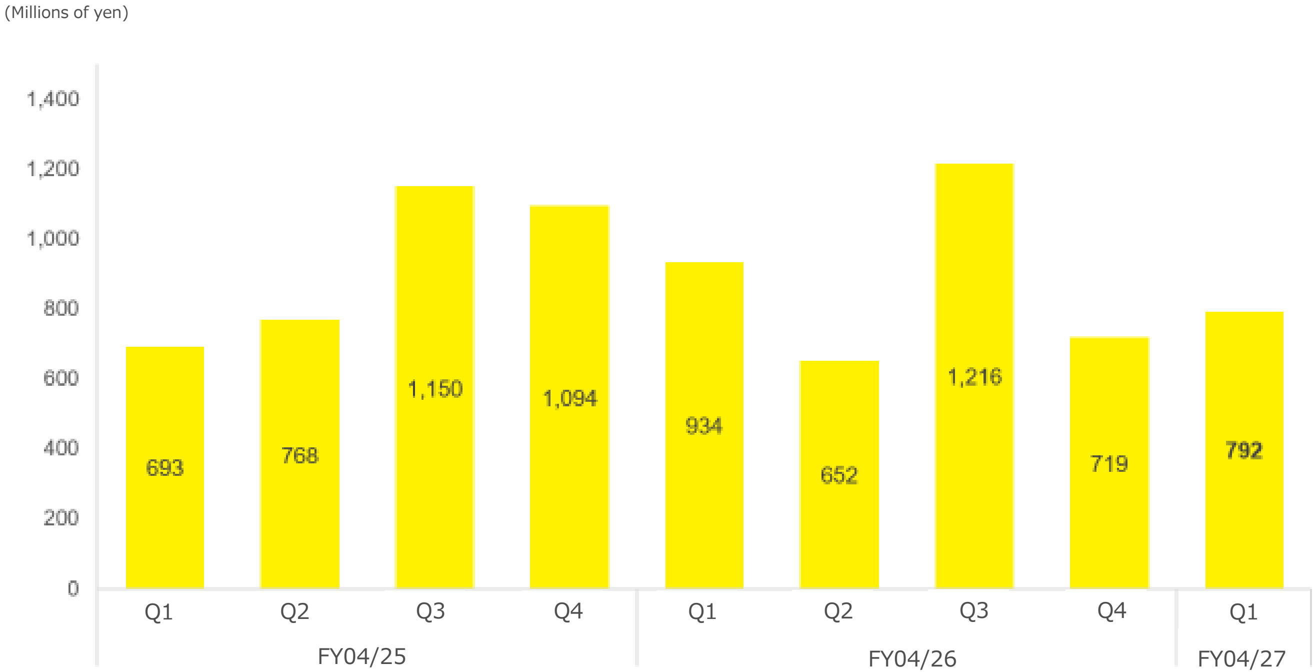
Sales events like Amazon Prime Day drove inventory drawdowns, reducing stocks below opening-period levels. Earnings for the quarter included a temporary decrease in cost of goods sold resulting from purchase rebates and other factors. Q2 Strategy: Target inventory drawdowns via autumn sales, showcase new items at TGS (Sept), and seed mass-retailer channels for new monitor colorways to spur H2 Black Friday/Year-end sales.

Gaming Accessories Business　Sales by quarter

Z CULTURE SPA

- The white monitor launched in Q3 FY04/24 and the pastel-color monitor launched in Q4 in the same year hit the market.
- In wholesaling, sales began handling products at major electronics retailers. Transactions on new EC malls are also continuing to expand.
- Q2 is typically a period for active PR investment and for preparing sales initiatives ahead of Q3 Black Friday and year-end sales.

Net Sales (Accounting Period)



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Gaming Accessories Business   Business profit by quarter

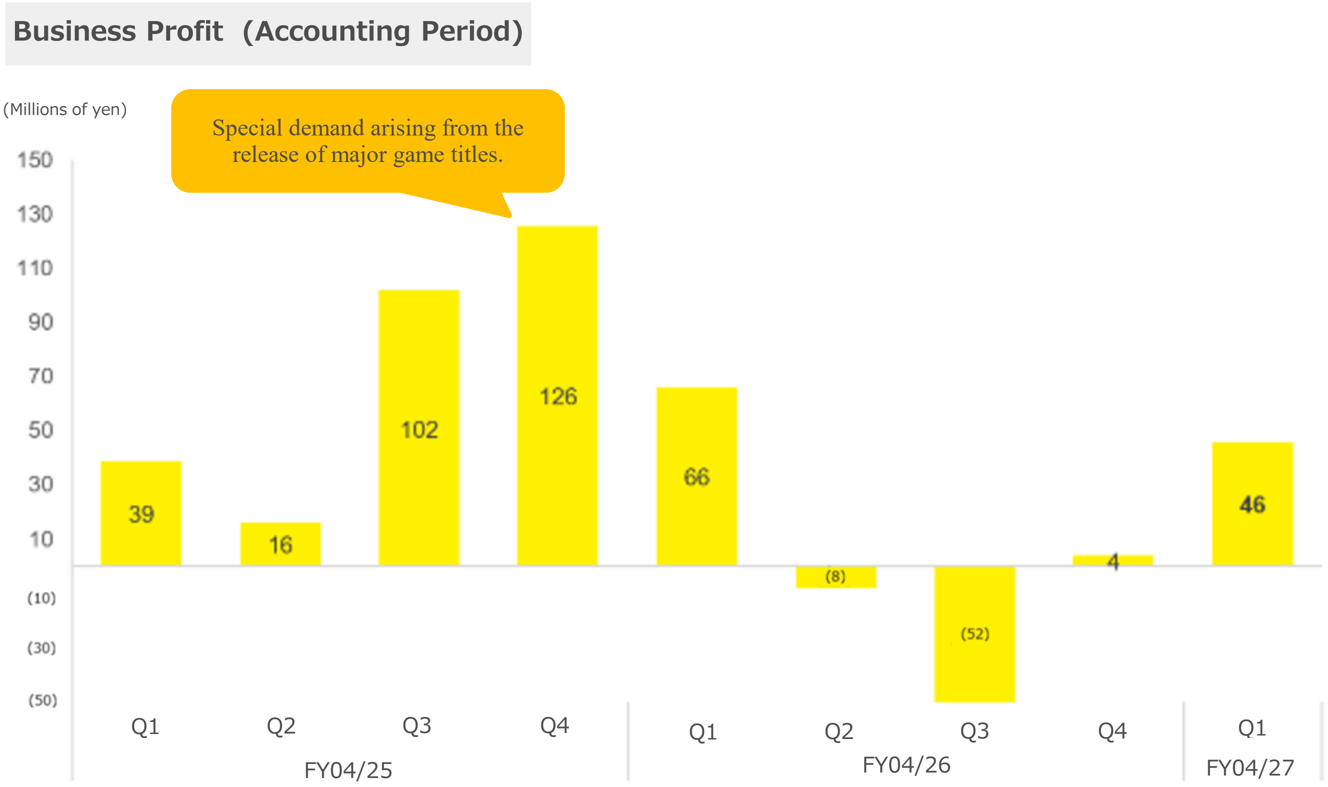
Z CULTURE SPA

- Consistent quarterly profits post-color monitor launch turned into Q2 and Q3 losses for FY04/26 due to normalizing special demand from FY04/25 and severe price competition.

- Heavy Q2 PR spending resulted in downward pressure on profitability.

- Core structure rebounds via Q3 year-end sales and Q4 new lifestyle demand; however, intense price competition led to an extended loss in Q3 for FY04/26.

- Future outlook: Aiming to improve profit ratio via new product/category growth, DX-driven customer engagement, and in-house maintenance ops.



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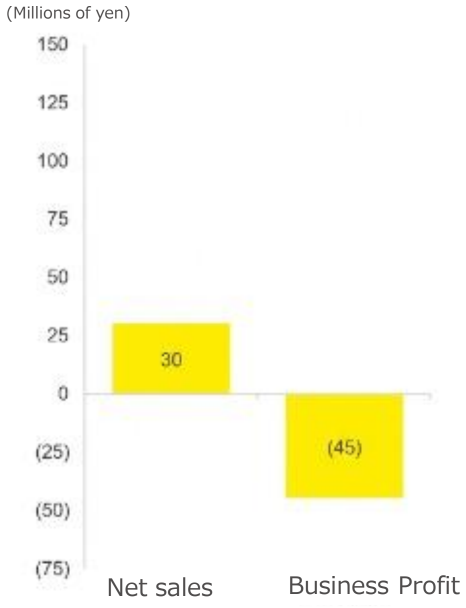
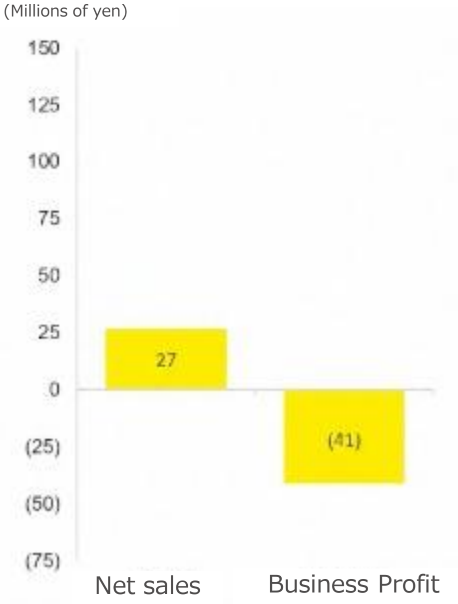
Q1 FY04/27　New Business

⦿Net sales were nearly flat year-on-year, while losses narrowed slightly.
⦿To create new businesses, we continue to invest.



Q1 FY04/26



Q1 FY04/27

Net Sales
JPY27 million
(down JPY3 million YoY/ down 10.4%)

Business profit
(JPY41 million)
up JPY3 million YoY

Marginal profit ratio
11.4 %
(down 20.1pt YoY)

Exploring Decarbonization Business and the Circular Economy

Z CULTURE SPA

- As part of our efforts to reduce carbon emissions, we are working to solve environmental issues, we developed "Parallel Plastics", a recycling service that produces new products from defective plastic products and surplus inventory. Operating a recycled plastic exchange to contribute to society.

- On April 1, 2026, select products became available at "KIT SHOP" (NEWoMan Takanawa), the directly operated store of the ready-to-assemble furniture brand "KIT."

- As a "company that values the 'individuality' of people and the earth,“ we launched a new initiative to achieve roughly halve CO_2 emissions by 2030. Aiming to create carbon credits by contributing to emission reductions through methanation technology for organic waste.

Plastic recycling

Parallel Plastics

100% recycled tray

Gasification of organic waste

furnace

Gas furnace

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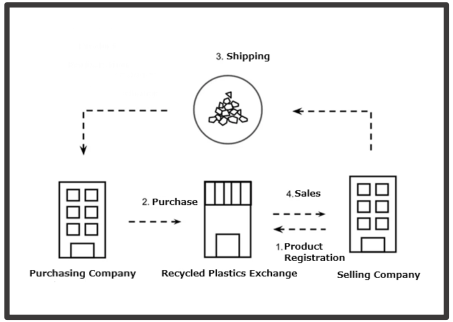
Z CULTURE SPA

Exploring the Decarbonization Business Circular Economy

Based on our Mission/Strategy of "Gen Z Culture SPA & Decarbonization,"
contributing to the creation of a sustainable society by actively addressing climate change challenges.

Capital and Business Alliance between ParallelPlastics and REMARE Inc.

REMARE Inc. has a unique technique for recycling composite plastics as sheet materials. Contributing to reducing CO2 by realizing recycling of combined plastics used by companies. Accelerate the effective use of domestic marine plastic waste and industrial waste plastics by forming alliances with them.



Recycled Plastics Exchange.

Online shopping mall to trade recycled plastic materials between businesses.
Efficient use of unwanted plastics as scrap materials from plants, poor inventory, composite plastics, marine plastics available for listing.

(New Businesses)
Methane gasification of organic waste.

Approach to resource recycling, which produces energy from organic waste, with the actual situation in which our products are discarded in a few years as an issue.
High-efficiency production of methane gas from organic materials.
Creating carbon credits with innovative technologies and aiming to roughly halve CO_2 emissions for Hamee group.
Began activities as a promotion partner for the methane gas production plant project.

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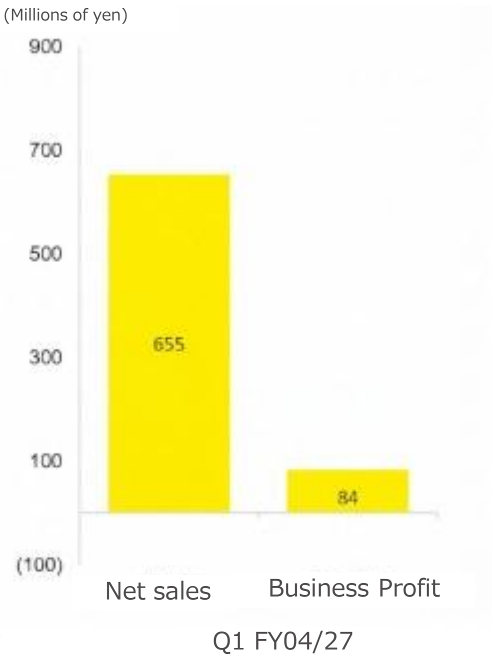
Q1 FY04/27 Global Business

Z CULTURE SPA

- ⦿External sales surpassed prior-year levels at every location. Overall revenue fell due to higher consolidation eliminations from increased internal shipments to Japan.
- ⦿Profitability improved, driven by normalizing South Korean retirement benefit costs and US tariff refunds.
- ⦿Marginal profit ratio trends higher vs. other businesses: intercompany sales to Japan are eliminated from revenue (denominator) while earnings remain (aligned with Mid-Term Management Plan KPI methodology). YoY increase includes lower cost of goods sold due to US tariff refunds.



Net Sales
JPY655 million
(down JPY94 million YoY/ down12.6%)

Business profit
JPY84 million
up JPY117 million YoY

Marginal profit ratio
92.4 %
up 34.9pt YoY

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Global Business

Sales Trends: Outperforming the same period last year, sales to external group customers expanded at all three locations

Korea: Both EC and wholesale surpassed YoY levels, maintaining sales momentum for gaming monitors (Pixio) introduced last fiscal year.
US Market: Proprietary EC and major EC malls grew through local sales of "ByUR" and IP collab products (e.g., Otamatone), despite tariff policy uncertainty.
Wholesale: fell YoY, reflecting pull-forward demand ahead of prior-year tariff rate increases.
China: EC sales rose, driven by marketing investments and enhanced sales team structure.

Sales Channel Expansion: Deploy proprietary brands across multiple regions

Maintain local sales of "ByUR" (US) and "Pixio" (Korea) while expanding proprietary brands like "iFace" globally. In North America, expand retail distribution via IP collab items (Otamatone, squishies).

Topics: Role expansion as supply hub; revenue drop from consolidation eliminations

The Korean Subsidiary: Supply expanded substantially for cosmetics alongside smartphone accessories in its role as a supply/production base for Japan. Expanded intercompany eliminations (consolidation adjustments) led to consolidated segment sales falling 12.6% YoY. Profitability improved, driven by normalizing Korean retirement benefit costs and partial US import tariff refunds.

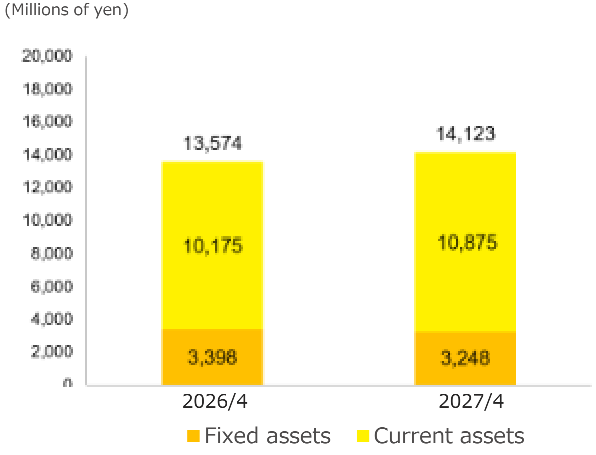
Q1 FY04/27 Consolidated Balance Sheet

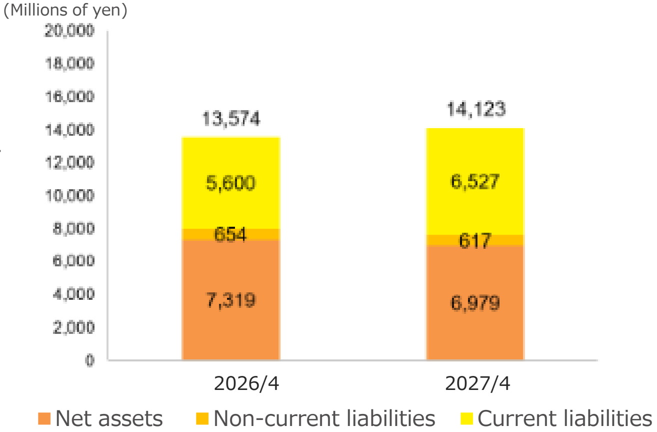
◉Total assets: JPY14,123 million (+JPY549 million vs. FY end). The primary drivers were inventory build-up for the second-half sales season (+JPY335 million in merchandise) and an increase in other current assets (+JPY449 million), including higher accrued receivables related to US tariff refunds.

◉Liabilities: Short-term borrowings increased by JPY600 million. Temporary capital need for stock build-up pending tariff refund collection.

◉Net assets decreased by JPY340 million from the previous fiscal year-end, mainly due to year-end dividend payments (JPY360 million).

◉Equity ratio was 49.4% (53.5% at the end of the previous fiscal year).





(Q1 FY04/27)

Current assets	10,875	699
■Cash and deposits	1,965	153
■Notes and accounts receivable	1,821	(307)
■Merchandise	4,597	335
■Others	2,414	449
Fixed assets	3,248	(150)
■Property, plant and equipment	1,735	(102)
■Intangible assets	294	(29)
■Investments and other assets	1,218	(17)
Current liabilities	6,527	927
■Short-term loans	4,700	600
■Others	107	38
Non-current liabilities	617	(37)
■Others	87	0
Net assets	6,979	(340)
■Retained earnings	5,673	(300)

Ⅳ. Future Initiatives

FY04/27 Consolidated Earnings Forecasts

Full-year Consolidated Earnings Forecasts (FY04/27): Unchanged from initial guidance (announced June 15, 2026).
FY04/26 consolidated results include the Platform Business (NE Inc.) through Q2; results excluding NE (Excluding NE) are shown alongside for continuing operations comparison.
Financial targets (FY04/27–FY04/29): Please see "Notice of Formulation of the Mid-Term Management Plan" (disclosed June 15, 2026).

(Millions of yen)	Results (inc. NE)	**Results (exc. NE)**	**Earnings Forecast**		
Consolidated Segment	FY04/26	FY04/26	**FY04/27**	Increase /Decrease	% YoY
Net sales	22,073	20,095	**22,817**	2,722	13.5%
Cost of Sales	9,142	8,572	**9,427**	855	10.0%
Gross Profit	12,930	11,522	**13,389**	1,866	16.2%
Operating Income	983	260	**502**	241	92.8%

＊Increase/decrease and % YoY are calculated based on figures excluding NE Inc.

FY04/27 Earnings Forecasts by Business

(Millions of yen)	Results	Earnings Forecast		
	FY04/26	**FY04/27**	Increase /Decrease	% YoY
Net sales	20,095	**22,817**	2,722	13.5%
Mobile Life Business	8,230	**8,849**	619	7.5%
Beauty Business *1	4,466	**5,399**	933	20.9%
Gaming Accessories Business	3,522	**3,650**	127	3.6%
New Business investment	140	**107**	(33)	(23.6%)
Global Business	3,735	**4,809**	1,073	28.7%
Business Profit *2	1,386	**1,850**	463	33.4%

*1 The Cosmetics Business was renamed the "Beauty Business" starting in FY04/27.
*2 Terminology Change (From FY04/27): "Segment Profit" renamed to "Business Profit" due to the transition to a single segment. Business Profit adds corporate expenses back to Operating Profit. The calculation matches the former Segment Profit, ensuring historical continuity.

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Growth Strategy

Mobile Life Business

Making iFace a total mobile brand.

- Establishing our brand as the "top go-to choice."
- Expanding electronic accessories to build a second business pillar.
- Strengthen customer touchpoints and official channels for repeat sales.

Beauty Business*

Establish profit bases across multiple brands.

- ByUR : Establish a profit base through cost reduction and efficient SG&A.
- ByGLOW : Concentrated upfront ad investments will drive profits from the next period onward.
- Diversifying products with new brands and categories.

*Renamed from Cosmetics to Beauty in FY04/27.

Gaming Accessories Business

Evolving as a Lifestyle Brand

- Differentiating through total space coordination.
- Continuously developing new categories like peripheral accessories and furniture.
- Expanding our fanbase through cross-selling and IP collaborations.

Global Business

Accelerating global expansion of our brands.

- Grow sales channels via local expansion of own brands, including ByUR (US) and Pixio (Korea).
- Optimizing marketing, driving IP collaborations, and promoting the SPA model.
- Optimizing prices and inventory to offset higher tariffs and logistics costs.

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Summary

1

Q1 was a "quarter for preparation," proceeding as planned. Driven by revenue growth and the Beauty Business turning profitable, operating income improved from the same period of the previous fiscal year (Excluding NE), despite posting a small loss. Improvements include temporary factors such as tariff refunds.

2

In the first year of the Mid-Term Management Plan, the marginal profit ratio improved from the same period of the previous fiscal year. Inventories temporarily increased due to preparations for the second-half sales season. Progress was made in introducing new categories, including Electronic accessories (charging/power source), inner beauty, and furniture.

3

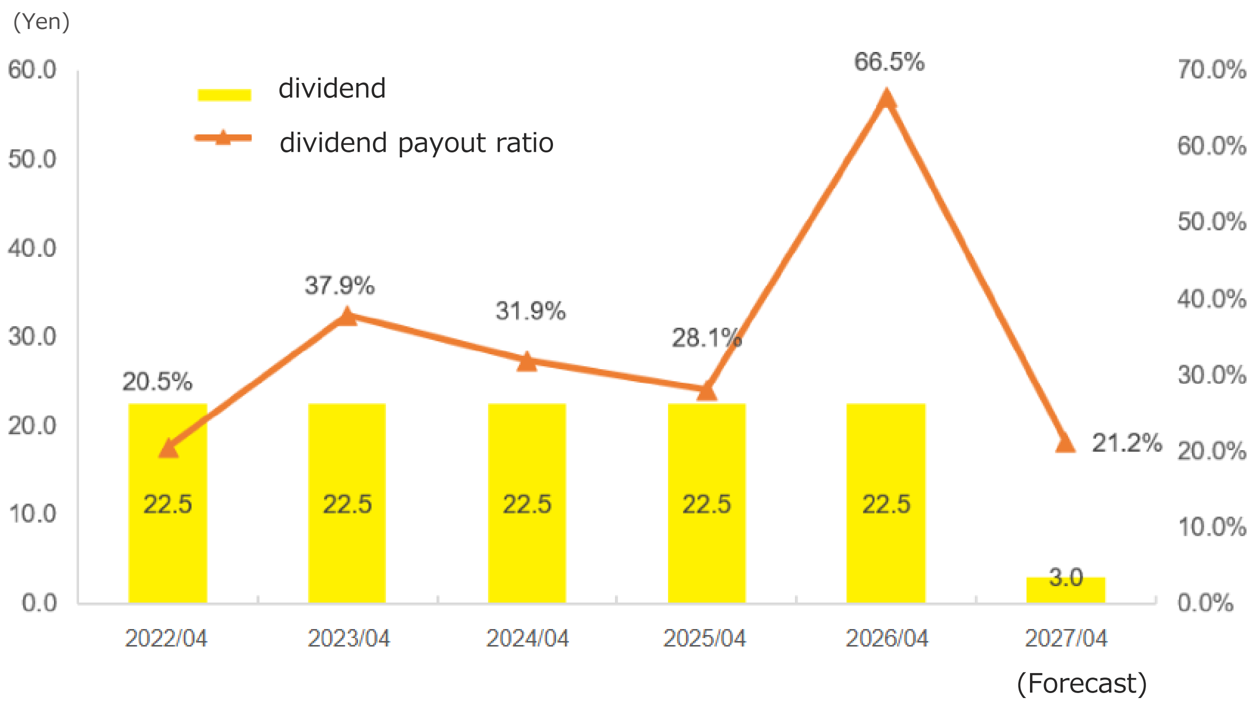
There is no change to the plan to invest in the first half and recover investments in the second half. Continuing to make preparations in Q2, with recovery targeted in the second-half sales season. The full-year Consolidated Earnings Forecasts remain unchanged.

Shareholder Returns

- **Dividend per share**
  We will return profits to shareholders in accordance with profit growth. Maintain a dividend payout ratio of 20% or more.
  FY04/26 dividend was set at JPY22.5/share as previously announced.
  FY04/27 dividend forecast is JPY3 per share, reflecting earnings post-spin-off of NE Inc. We will gradually increase dividends after meeting our mid-term targets, aiming for growth driven by earnings expansion.

- **Shareholder Benefit**
  Twice a year: JPY1,500 brand coupon for shareholders with 100+ shares. As announced in the June 15, 2026 release, "Notice of Change and Expansion of Shareholder Benefit Program," we will enhance the program starting from the October 31, 2026 record date to further improve shareholder returns.

Dividend amount and dividend payout ratio



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Appendix

Company Profile

Company Profile

Z CULTURE SPA

Company name	Hamee Corp.
Establishment	May 1998 *Founded as Macrowill Co., Ltd,
Capital	JPY635,617 thousand (as of July 31, 2026)
Number of employees	Consolidated: 368 employees Non-consolidated : 176 employees (*As of April 30, 2026, excluding executives and part-time workers)
Director	Chairman: Atsushi Higuchi President and CEO: Ikuhiro Mizushima
Head Office	Square O2, 2-12-10 Sakaecho, Odawara City, Kanagawa Prefecture, 250-0011
Overseas Offices	Hamee Global Inc. (Korea) Hamee US, Corp. (USA) Hamee Shanghai Tech & Trading Co., Ltd. (China)
Major business partners	Rakuten Group, Inc., LY Corporation, Amazon Japan G.K., DeNA Co., Ltd., GMO Group, SB C&S Corp., Goldenberg Co., Ltd., SEGA FAVE CORPORATION, Trinity, Inc., VILLAGE VANGUARD CO., LTD., Hands Inc., Pan Pacific International Holdings Corporation, BICCAMERA INC., Yodobashi Camera Co.,Ltd. , THE LOFT CO.,LTD., and others

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History

1998

Our company was founded.
Launched an EC store for mobile accessories.

2007

Started operation of Next Engine

2008

Next Engine launched externally

2015

Tokyo Stock Exchange
Listed on the Mothers Market

2016

Changed to the First Section of the Tokyo Stock Exchange

2021

Concluded an exclusive agency agreement with Pixio USA Inc., the provider of the 'Pixio' gaming monitor brand.

2022

Launched its cosmetics brand 'ByUR,' marking its entry into the Cosmetics Business.

Changed to the prime market of the Tokyo Stock Exchange.

Spun off NE Inc. (Platform Business)

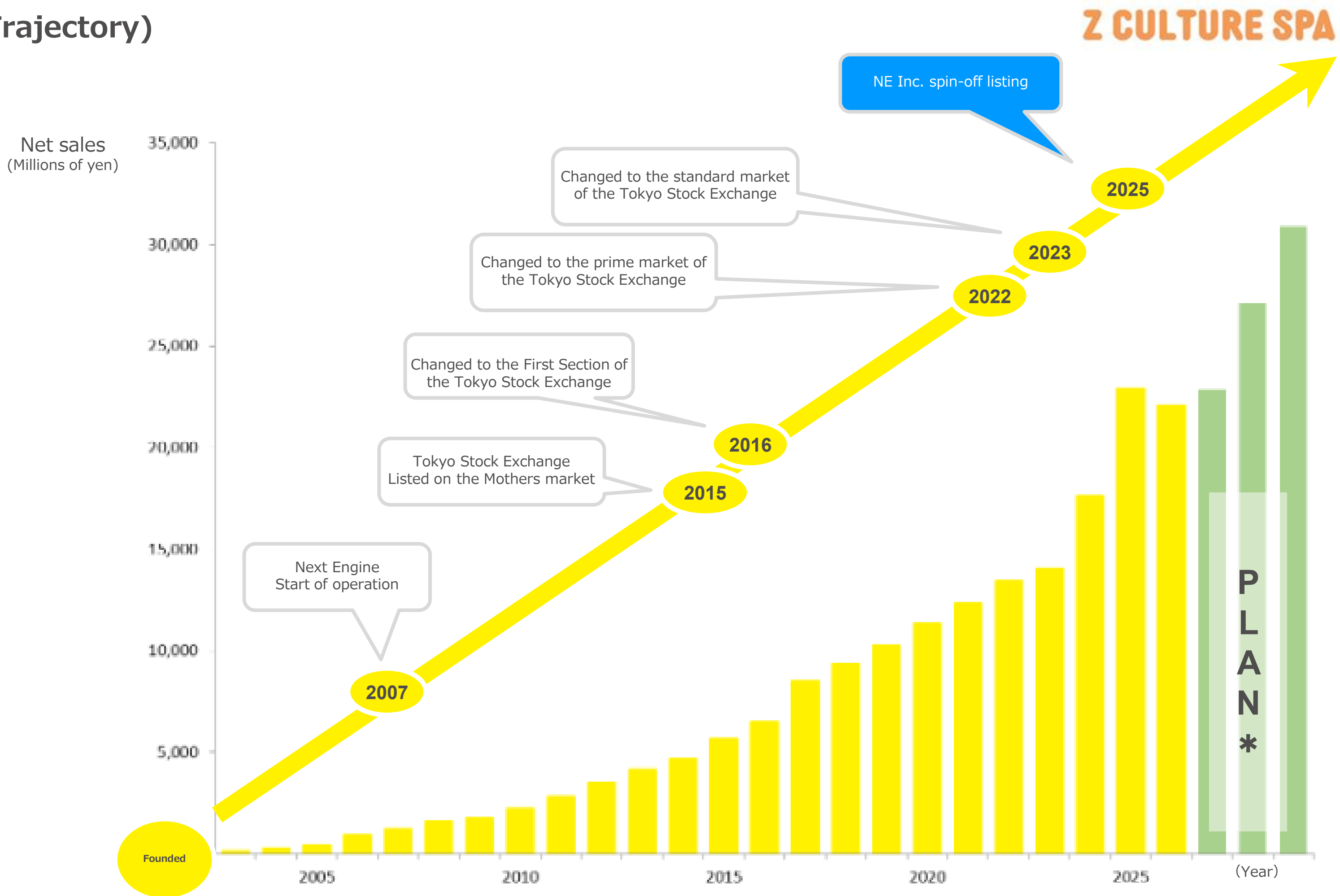
2023

Changed to the standard market of the Tokyo Stock Exchange

2025

NE Inc. completed spin-off listing.

History (Growth Trajectory)



＊For details: Please see "Notice of Formulation of the Mid-Term Management Plan" (disclosed June 15, 2026).

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Reference information

Results for each Business　Net sales

(Millions of yen)

Summary of Business Figures (Accounting Period)	FY04/26 Q1	FY04/26 Q2	FY04/26 Q3	FY04/26 Q4	FY04/27 Q1
Net sales — Mobile Life Business	1,705	2,432	2,035	2,056	1,803
Net sales — Beauty Business	881	1,157	1,061	1,365	1,331
Net sales — Gaming Accessories Business	934	652	1,216	719	792
Net sales — New Business investment	30	29	45	36	27
Net sales — Total domestic commerce	3,551	4,271	4,358	4,177	3,954
Net sales — Global Business	749	681	1,334	969	655
Net sales — Total sales	4,301	4,952	5,693	5,147	4,610

Results for each Business　Business Profit

(Millions of yen)

Summary of Business Figures (Accounting Period)				FY04/26 Q1	FY04/26 Q2	FY04/26 Q3	FY04/26 Q4	FY04/27 Q1
Business Profit			Mobile Life Business	244	423	378	284	238
			Beauty Business	(70)	6	7	113	62
			Gaming Accessories Business	66	(8)	(52)	4	46
			New Business investment	(45)	(43)	(29)	(12)	(41)
			Functional Departments	(63)	(62)	(62)	(65)	(62)
		Total domestic commerce		132	314	241	324	243
		Global Business(including consolidation adjustment)		(33)	136	125	145	84
	Total Business Profit※			98	451	366	470	328

※1 Transitioned to a single segment from FY04/27; renamed "segment profit" to "business profit".
Business profit adds back corporate overhead (head office SG&A) to operating profit, maintaining identical calculation methodology and year-over-year continuity with former segment profit.

For inquiries about this material and IR, please contact the following.

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Website: https://hamee.co.jp/

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