



Third Quarter of the Fiscal Year Ending September 30, 2026

Financial Results Briefing Materials

Plus Alpha Consulting Co., Ltd.

Tokyo Stock Exchange Prime	4071
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August 12, 2026

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Executive Summary



Net sales increased by 12.3% and operating profit increased by 21.2%, with high growth continuing in the nine months ended June 30, 2026 (3Q)

Financial results for the three months ended June 30, 2026

Companywide

Net sales

14,010 million yen
(YoY change +12.3%)

Operating profit

5,368 million yen
(YoY change +21.2%)

- Continued stable increase in sales and also achieved a significant increase in profit
- Sales increased while costs were contained, significantly boosting profit margins and improving profitability

HR solutions

Net sales

11,286 million yen
(YoY change +17.7%)

Operating profit

5,568 million yen
(YoY change +26.4%)

- Recurring revenue increased due to the acquisition of enterprise customers, a key focus area, and the rise in ARPU
- We are maintaining high profit margins while controlling marketing expenses
- We are currently promoting expanded sales to a broad range of customers through partner collaborations

Marketing Solutions

Net sales

2,723 million yen
(YoY change -5.7%)

Operating profit

1,038 million yen
(YoY change -17.6%)

- Visualization Engine cancellations remain high, and net sales have decreased due to a reduction in active users
- ARPU is gradually rising due to factors such as up selling to existing customers
- With the implementation of churn prevention measures and the launch of a new service (AI PlusTalk), the number of active contracts is bottoming out

Earnings forecasts for the fiscal year ending September 30, 2026

Companywide

Net sales

19,500 million yen
(YoY change +14.1%)

Operating profit

7,500 million yen
(YoY change + 17.6 %)

- We plan sustained revenue and profit growth by continuing the strategy of focusing on enterprise customers
- Significant revenue growth in HR Solutions and cost control are expected to drive profit growth and increased margin

01

Overview of Financial Results for the Third Quarter of the Fiscal Year Ending September 30, 2026

Summary of the third of the Fiscal Year Ending September 30, 2026



- ARR continues to expand due to the increase in the number of customers, led by HR Solutions, and the rise in ARPU
- Profit margins rose while also sustaining increases in sales and profit, thereby realizing a more profitable business

Net sales

14,010 Million yen

YoY change **+12.3%**
(FY2025 3Q: 12,481 million yen)

Operating profit

5,368 Million yen

YoY change **+21.2%**
(FY2025 3Q: 4,430 million yen)

Operating profit margin

38.3%

YoY change **+2.8 pt**
(FY2025 3Q: 35.5%)

Number of users (end of 3Q)

3,042 cases

HR

2,314 cases

MS

728 cases

YoY change +178 cases

ARR (end of FY2026 3Q)

16,521 Million yen

HR

13,077 Million yen

MS

3,444 Million yen

YoY change +10.7%

ARPU (end of 3Q)

457 thousand yen

HR

475 thousand yen

MS

402 thousand yen

YoY change **+6.1%**

Companywide Results



In FY2026 3Q, net sales increased by 8.5% and operating profit margin remained high at 35.9%.

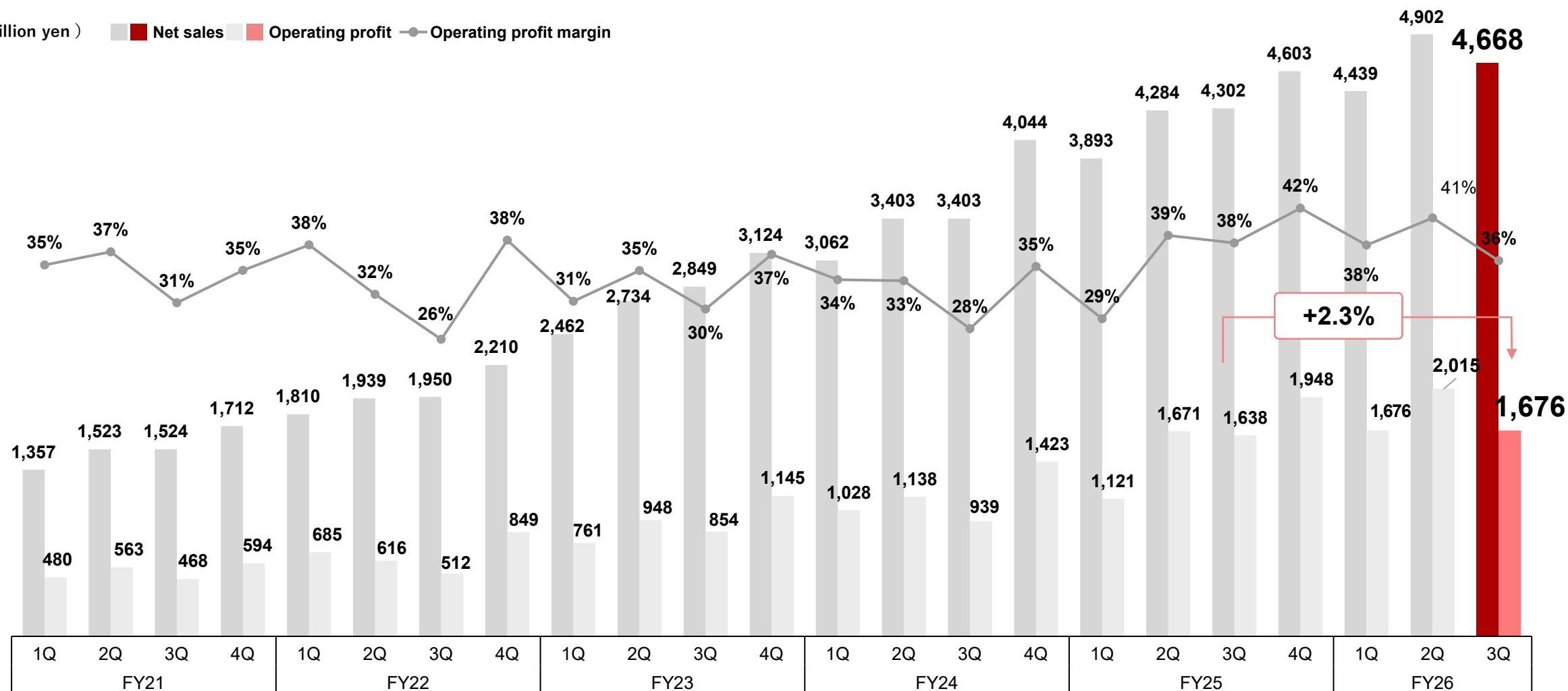
(Million yen)	3Q			Nine Months Ended June 30, 2026			FY2026 full year plan	Progress
	FY2025 results	FY2026 results	YoY change	FY2025 results	FY2026 results	YoY change		
Net sales	4,302	4,668	+ 8.5%	12,481	14,010	+ 12.3%	19,500	71.8%
Cost of sales	1,197	1,443	+ 20.6%	3,444	4,172	+ 21.1%	—	—
Gross profit	3,105	3,224	+ 3.8%	9,036	9,837	+ 8.9%	—	—
Selling, general and administrative expenses	1,467	1,548	+ 5.5%	4,605	4,469	− 3.0%	—	—
Operating profit	1,638	1,676	+ 2.3%	4,430	5,368	+ 21.2%	7,500	71.6%
Operating profit margin	38.1%	35.9%	—	35.5%	38.3%	—	38.5%	—
Ordinary profit	1,638	1,677	+ 2.4%	4,373	5,358	+ 22.5%	7,500	71.4%
Profit	1,108	1,149	+ 3.7%	2,960	3,667	+ 23.9%	5,200	70.5%

Quarterly Net Sales and Operating Profit



In FY2026 3Q, both net sales and operating profit reached new record levels for the third quarter

(Million yen) ■ Net sales ■ Operating profit ● Operating profit margin



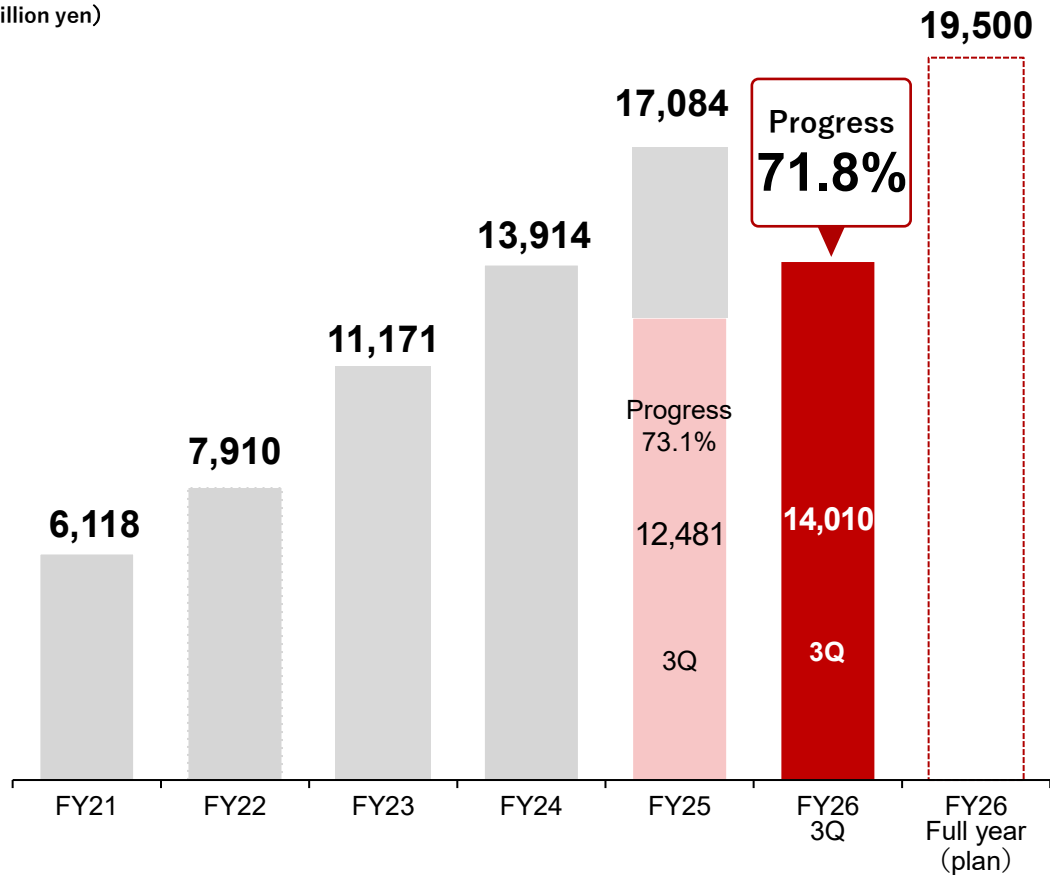
Full-Year Net Sales and Operating Profit



Progress against the annual plan for FY2026 3Q was largely in line with the previous year at 71.8% for net sales and higher than the previous year at 71.6% for operating profit

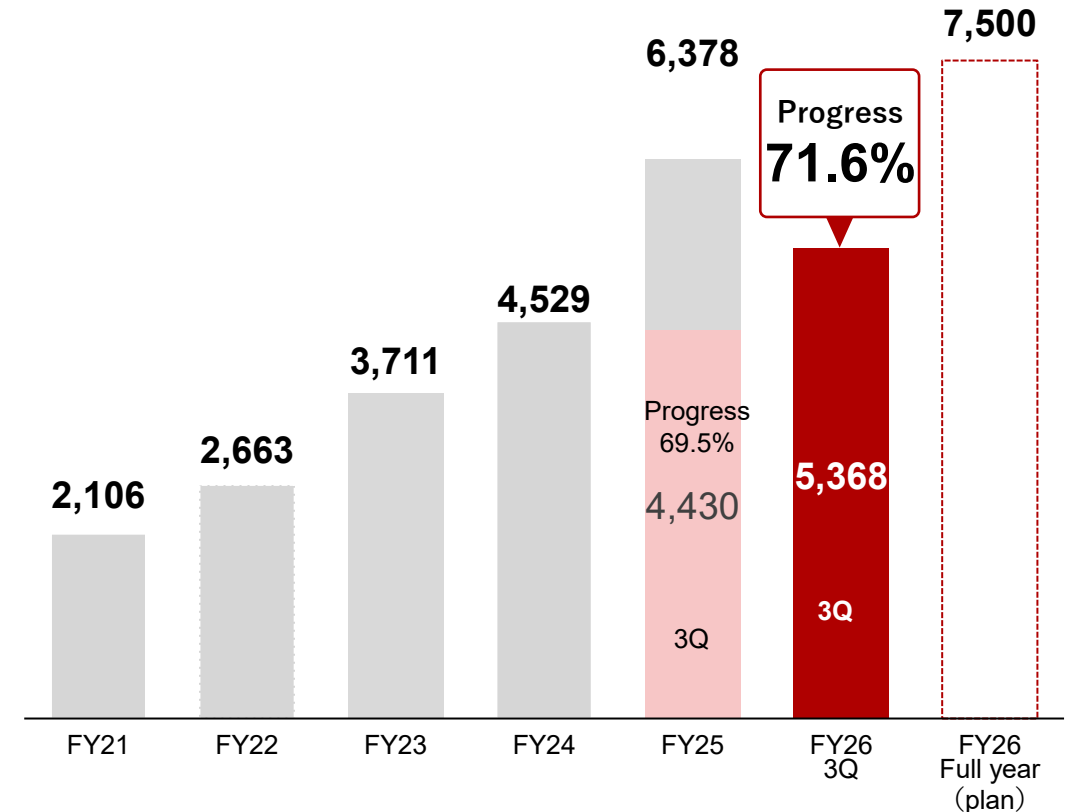
Net sales

(Million yen)



Operating profit

(Million yen)



Financial Results by Segment



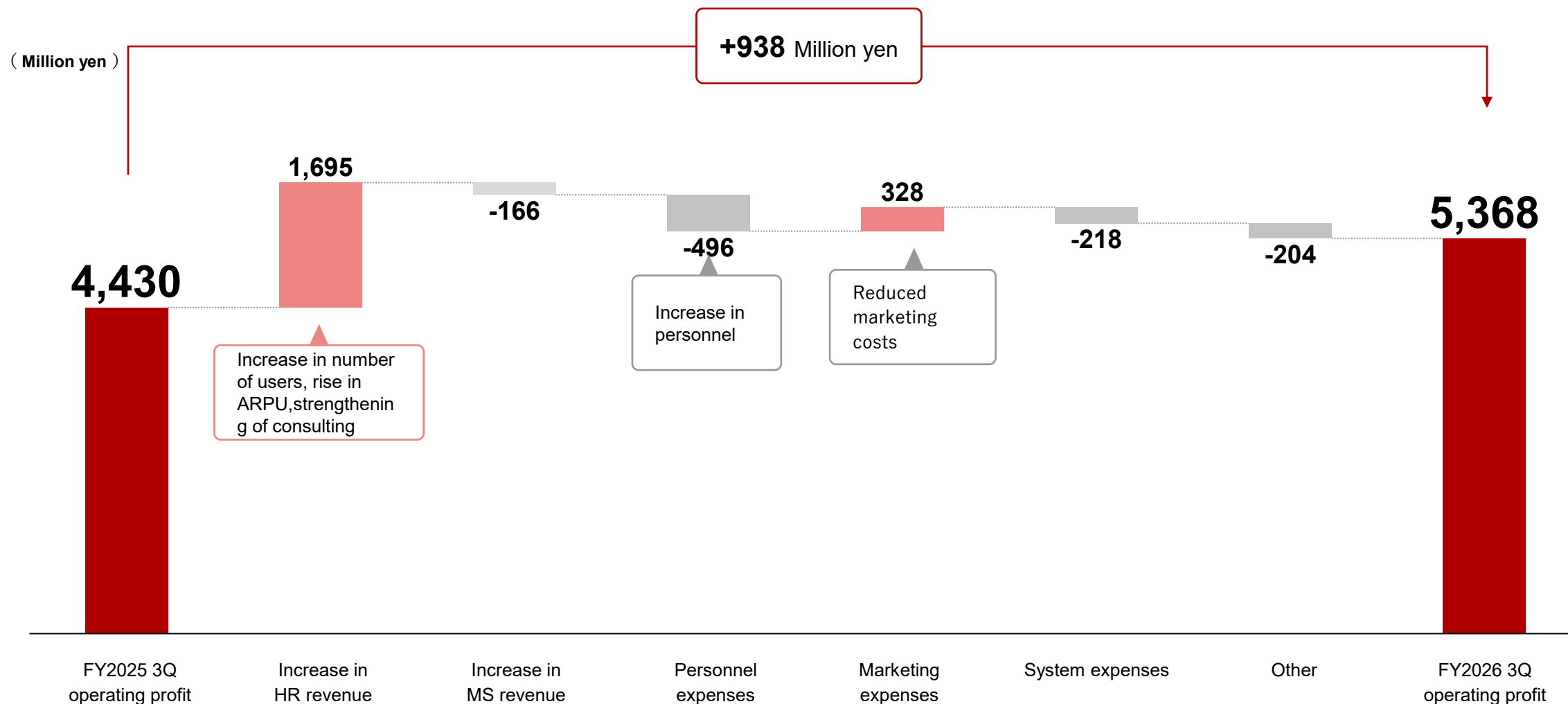
The increase in net sales in HR Solutions and rise in profitability contributed to the increase in operating profit

(Million yen)		FY2025 3Q results	FY2026 3Q results	YoY change
HR solution	Net sales	9,591	11,286	+ 17.7%
	Operating profit	4,403	5,568	+ 26.4%
	Operating profit margin	45.9%	49.3%	—
Marketing solution	Net sales	2,889	2,723	− 5.7%
	Operating profit	1,260	1,038	− 17.6%
	Operating profit margin	43.6%	38.1%	—

Factors Contributing to Changes in Operating Profit (3Q YoY Comparison)



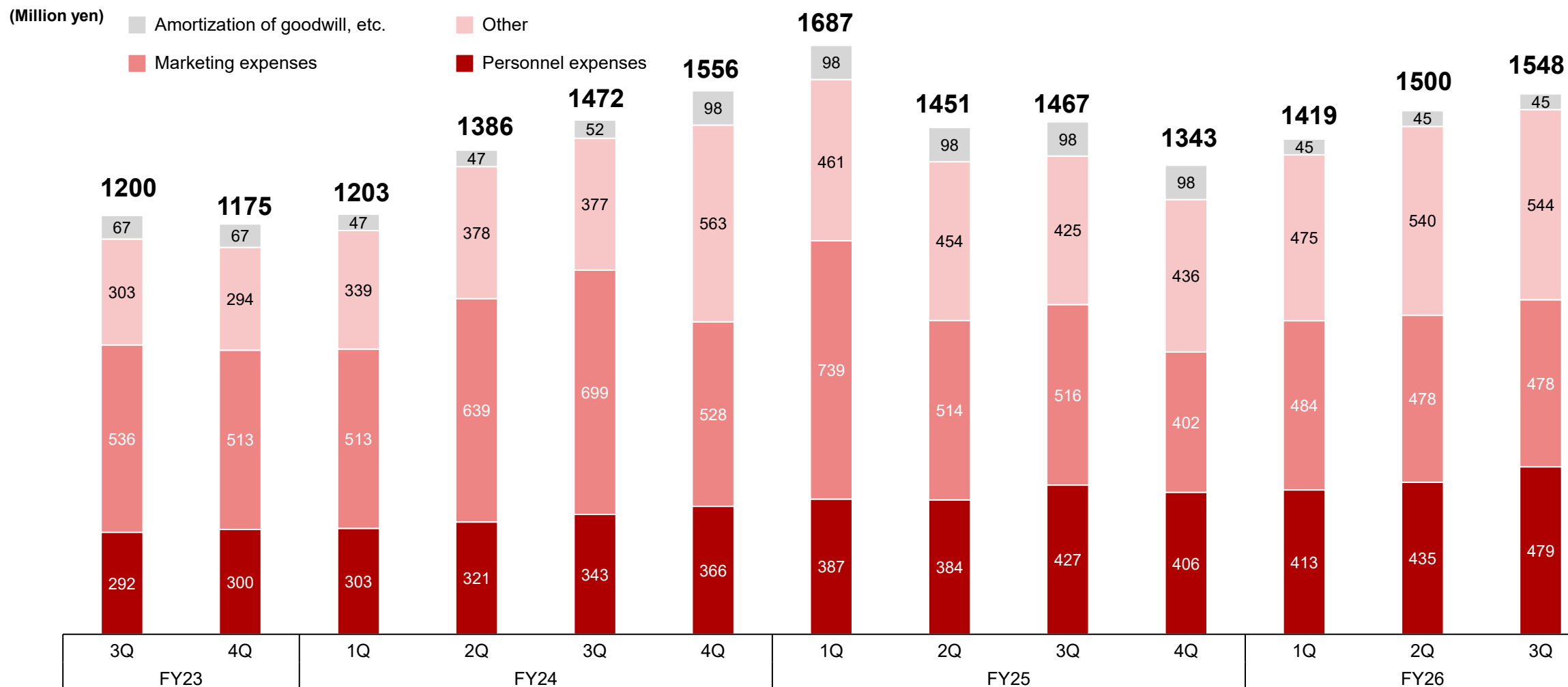
Factors contributing to the increase in profit in FY2026 3Q are the increase in revenue in HR Solutions, in addition to marketing expenses associated with the strategic shift to enterprise business



Trends in Selling, General and Administrative Expenses



Overall selling, general and administrative expenses were controlled through the review of marketing measures

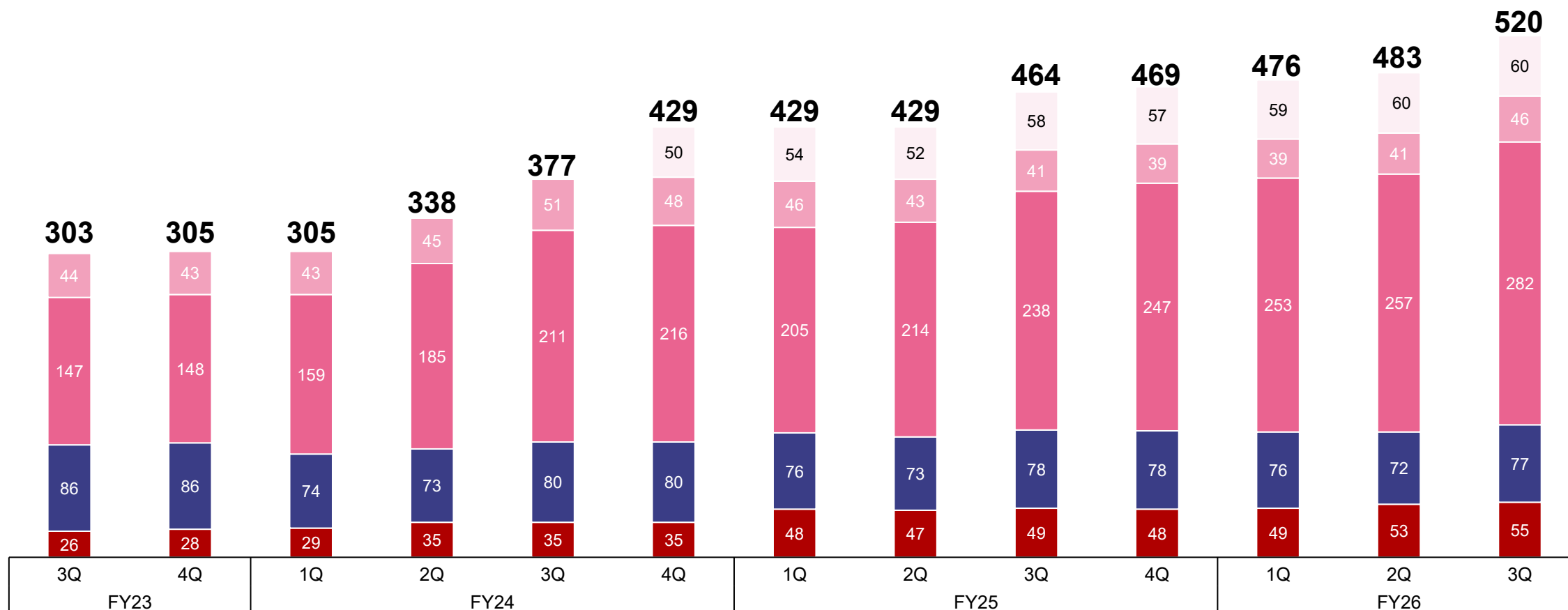


Trends in the number of employees



Recruitment of salespeople, engineers, and consultants is progressing smoothly according to plan. Headcount increased in April with new graduates joining

(Persons) ■ Companywide (common) ■ Marketing Solutions ■ HR Solutions ■ Grow Up ■ OMN



* The number of permanent employees as of the end of each quarter. Standalone figures shown for HR Solutions

* Attack and D4DR are included in HR Solutions.

Status of Balance Sheets



Cash and deposits increased due to steady profit generation.

(Million yen)		Mar. 31, 2026	Jun. 30, 2026	Compared to the previous quarter
Assets	Current assets	17,999	18,776	+777
	(Cash and deposits)	15,459	16,657	+1,198
	(Accounts receivable-trade)	2,144	1,715	− 429
	Non-current assets	1,814	1,775	− 39
	Total assets	19,813	20,551	+738
Liabilities	Current liabilities	3,591	3,176	− 415
	Non-current liabilities	134	122	− 12
	Total liabilities	3,726	3,298	− 428
Net assets		16,087	17,253	+1,166
Equity ratio		81.1%	83.8%	—



02

Overview by Segment

– HR solutions –

HR Solutions Financial Results Summary



- In HR Solutions, net sales increased by 17.7% and operating profit increased significantly by 26.4%
- Operating profit margin rose by more than 3 points YoY to 49.3% due to the reduction in marketing costs

Net sales*¹

11,286 Million yen

YoY change **+17.7%**
(FY2025 3Q: 9,591 Million yen)

Operating profit*¹

5,568 Million yen

YoY change **+26.4%**
(FY2025 3Q: 4,403 Million yen)

Operating profit margin

49.3%

YoY change **+3.4 pt**
(FY2025 3Q: 45.9%)

Number of users*²

2,314 cases

YoY change **+236 cases**
(FY2025 3Q: 2,078 cases)

MRR*³

1,089 Million yen

YoY change **+16.2%**
(FY2025 3Q: 938 Million yen)

Revenue churn rate*⁴

0.37%

YoY change **– 0.03pt**
(FY2025 3Q: 0.40%)

ARPU*⁵

475 thousand yen

YoY change **+5.5%**
(FY2025 3Q: 450 thousand yen)

※ 1 Figures for the entire HR Solutions segment. *2-5 are the total figures for Talent Palette, Yorisor, R-Shift, and R-Kintai.

*2 Number of monthly billed contracts as of June 30, 2025 and June 30, 2026

*3 Monthly Recurring Revenue. Total of the monthly fee of contracted subscription users in June 2025 and in June 2026

*4 Ratio of reductions as a result of cancellations to total monthly billed amounts as of June 2025 and in June 2026 (average for the past 12 months)

*5 Average Revenue Per User. Calculated by dividing the average MRR for 3Q of FY2025 and 3Q of FY2026 by the average number of paid billing enterprise users of each month for the same period

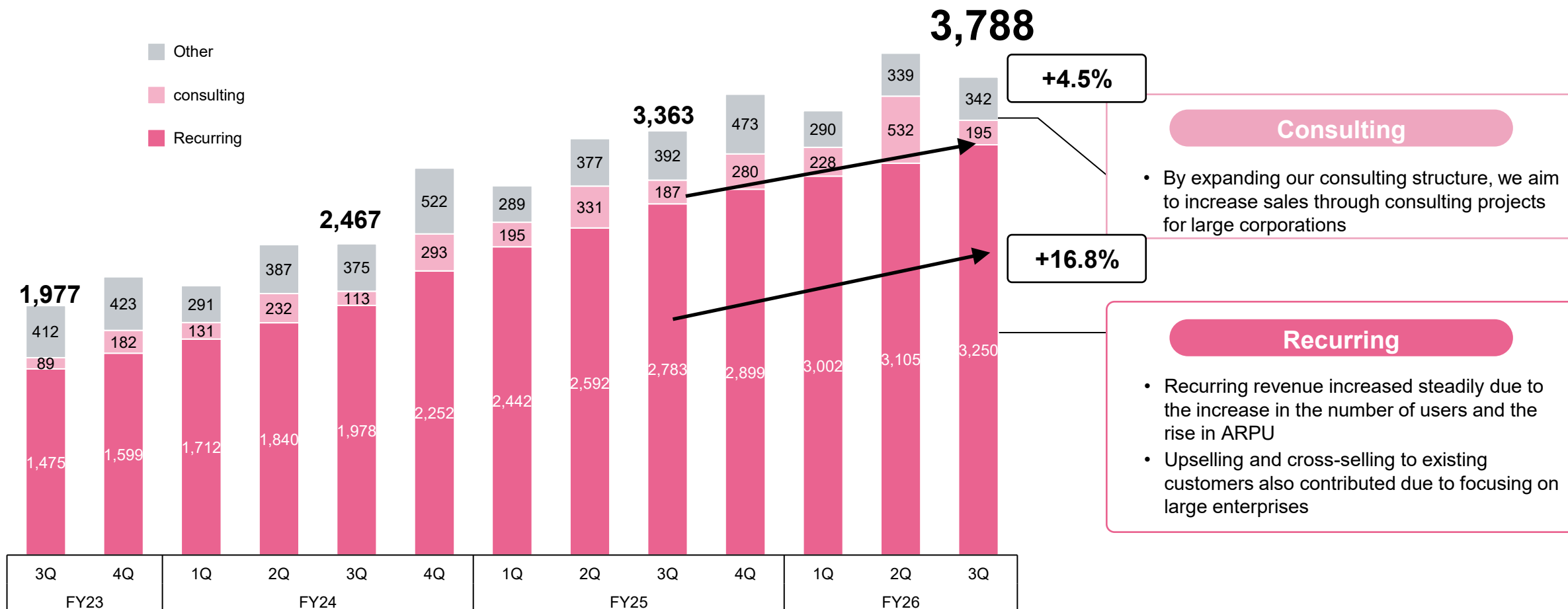
HR Solutions Net sales



Recurring revenue increased steadily due to the increase in the number of users and the rise in ARPU

Consulting revenue, which tend to be concentrated in 2Q and 4Q, increased only slightly year on year in 3Q alone but achieved high growth of 33.7% on a cumulative basis

(Million yen)



HR Solutions Number of Users, Revenue Churn Rate, ARPU

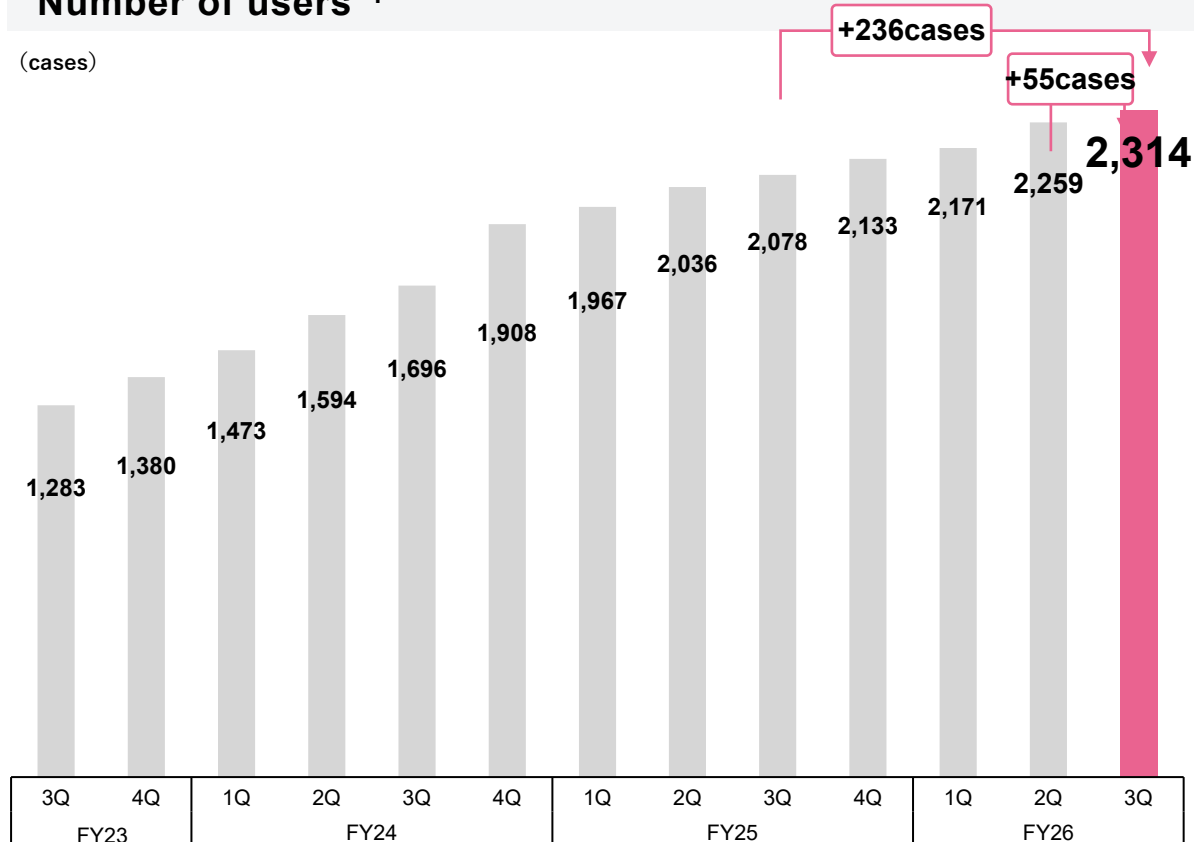


Talent Palette obtained new customers centered on enterprises.

Talent Palette's average revenue per user is rising due to upgrades to higher-tier plans and increased adoption of paid options associated with the expansion of use among existing customers

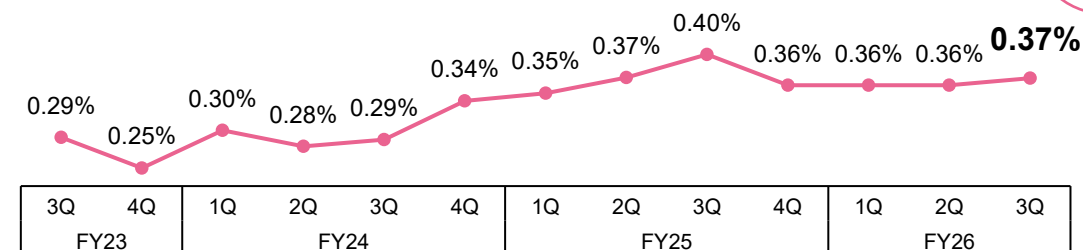
Number of users ^{*1}

(cases)



Revenue churn rate ^{*2}

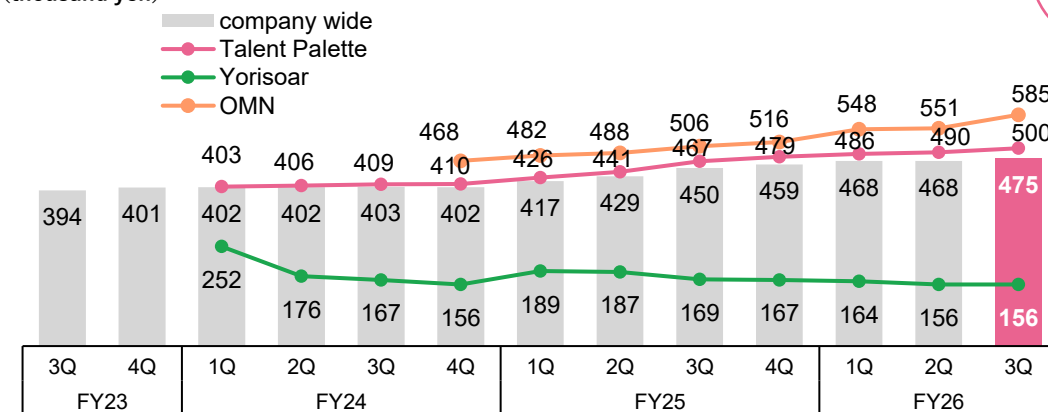
YoY change
— 0.03pt



Average revenue per user (ARPU) ^{*3}

(thousand yen)

YoY change
+5.5%



*1 Number of monthly billed contracts (Talent Palette, Yorisoar, R-shift, R-kintai)

*2 Ratio of reductions as a result of cancellations to total monthly billed amounts (average of the past 12 months at the end of each quarter)

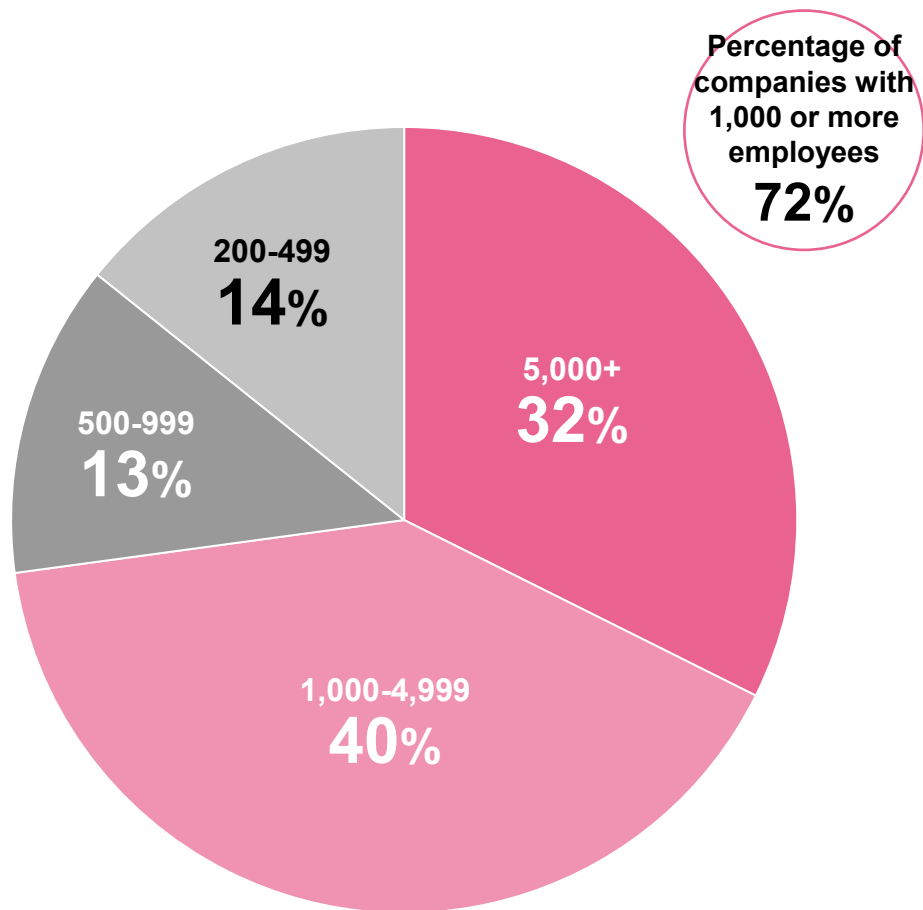
*3 Average Revenue Per User. Average monthly revenue per paid billing enterprise user. Calculated as dividing the average MRR for each quarter by the average number of paid billing enterprise users of each month for the same period.

Talent Palette: Customer Composition by Size

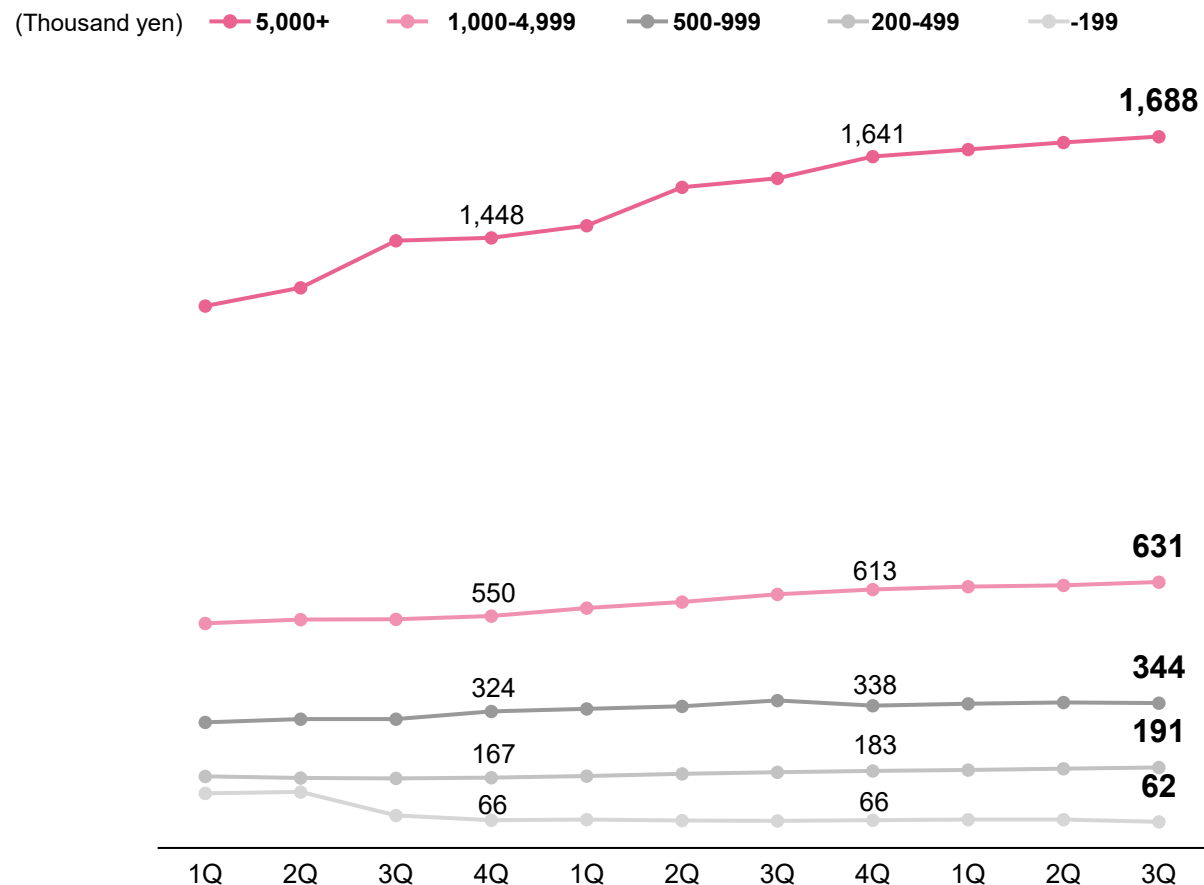


- Enterprises account for over 70% of monthly usage fees (of which, major companies with over 5,000 employees account for over 30%)
- ARPU growth at major companies is driving expansion of sales. We aim to further increase ARPU, including consulting sales.

Recurring revenue by customer size (As of June 30, 2026)



ARPU by customer size





02

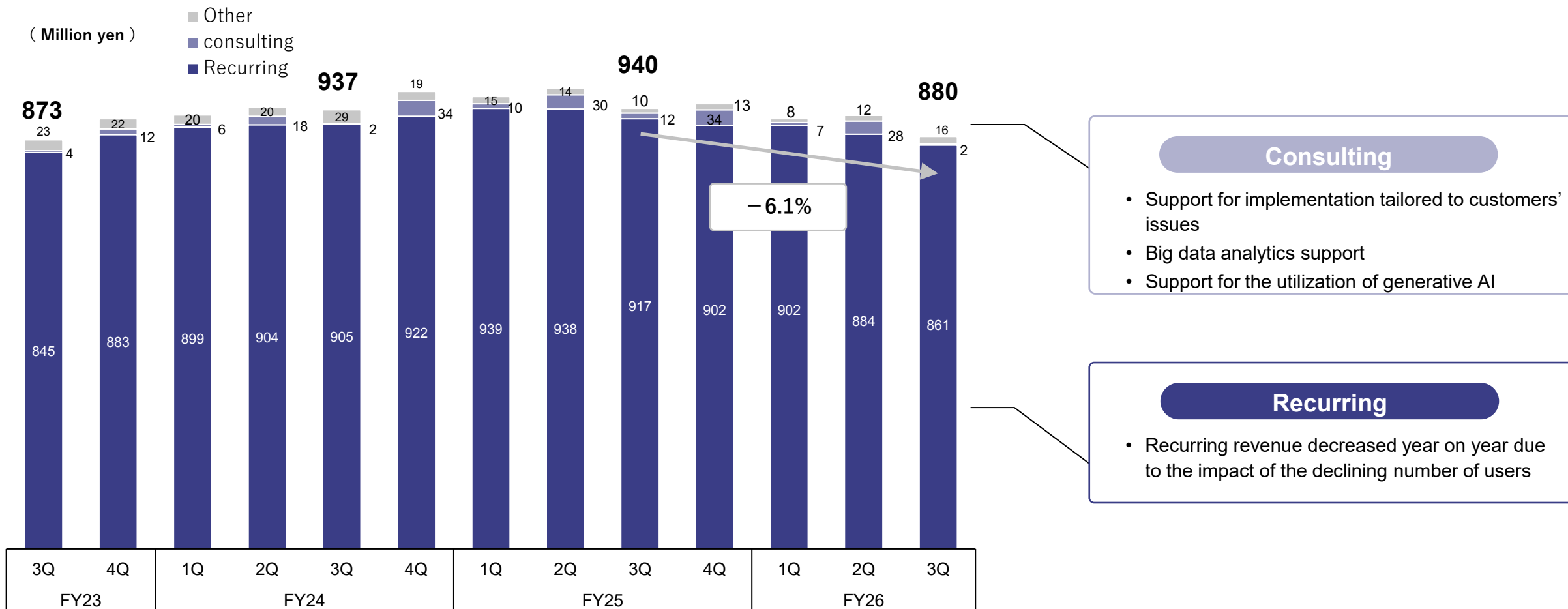
Overview by Segment

– Marketing solutions –

Marketing Solutions Net Sales



Recurring revenue decreased year on year due to a decrease in the number of customers of Visualization Engine



Marketing Solutions Number of Users, Revenue Churn Rate, ARPU

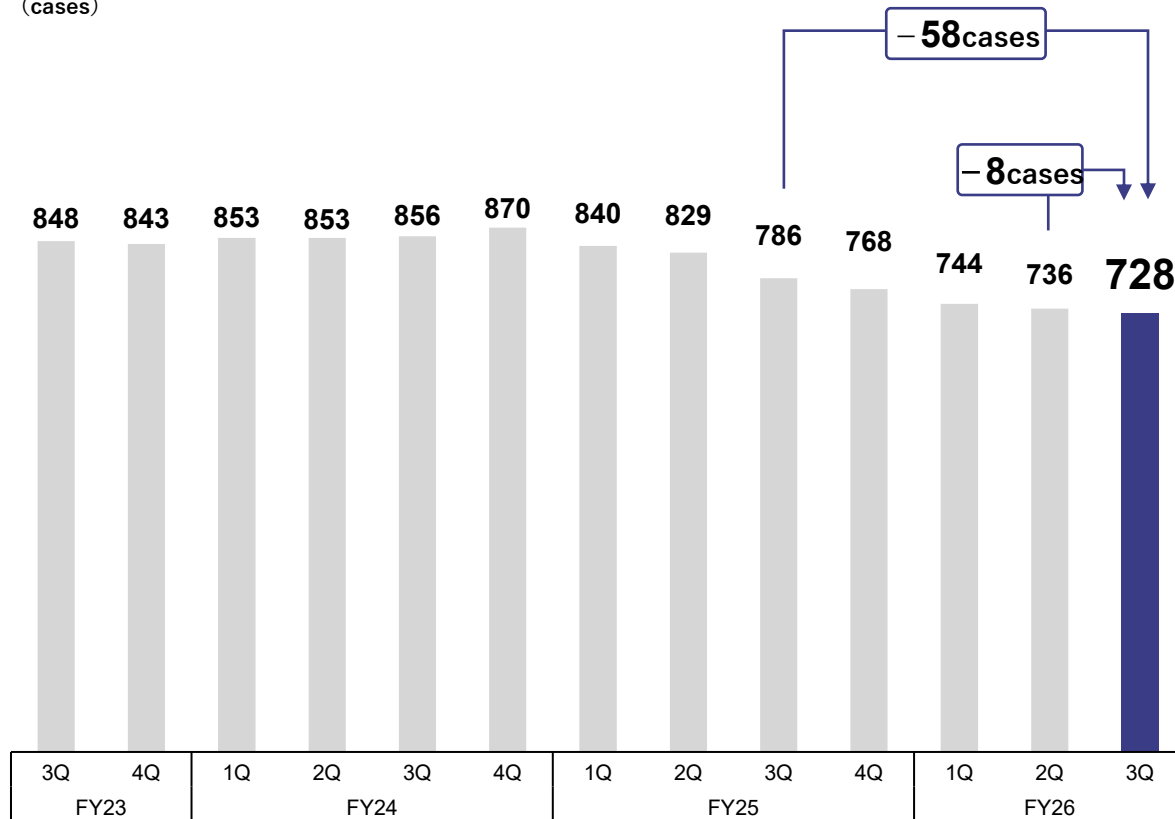
(Non-consolidated basis)



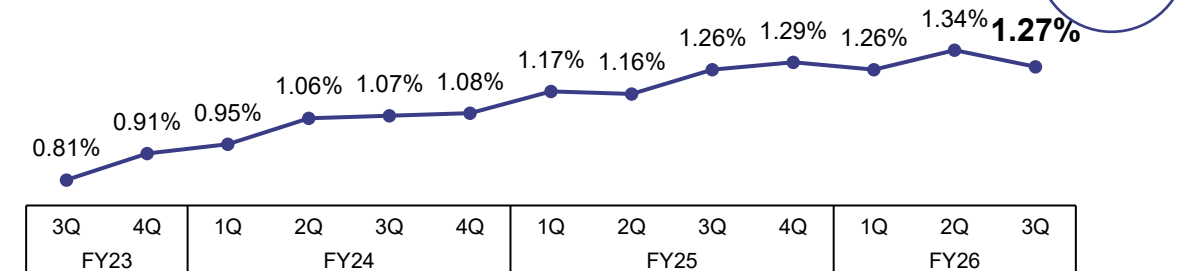
- While Visualization Engine cancellations remain high and the number of customers continues to trend downward, the decline is bottoming out with new Services such as AI PlusTalk
- ARPU is gradually rising due to factors such as up selling to existing customers

Number of users*1

(cases)

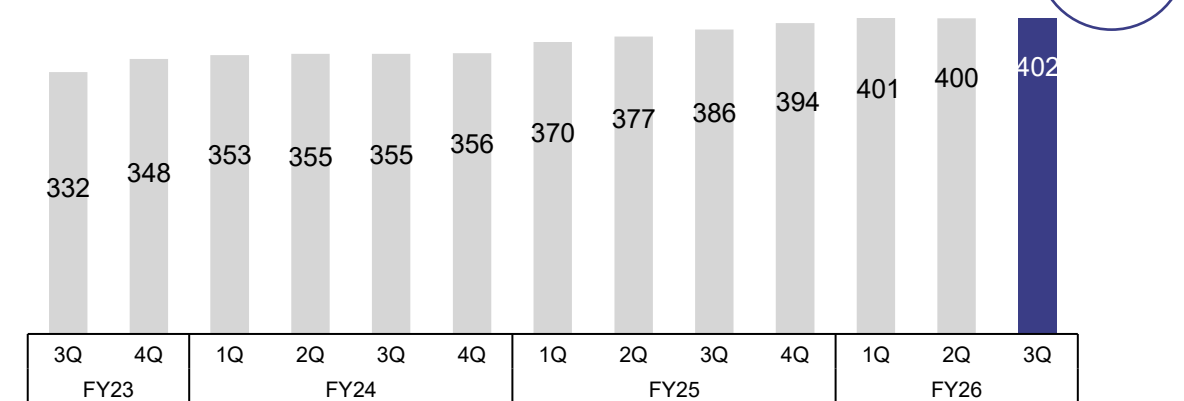


Revenue churn rate*2



Average revenue per user (ARPU)*3

(thousand yen)



*1 Number of monthly billed contracts (Visualization Engine, Customer Rings)

*2 Ratio of reductions as a result of cancellations to total monthly billed amounts (average of the past 12 months at the end of each quarter)

*3 Average Revenue Per User. Average monthly revenue per paid billing enterprise user. Calculated as dividing the average MRR for each quarter by the average number of paid billing enterprise users of each month for the same period.

03

Earnings forecasts for the fiscal year ending September 30, 2026

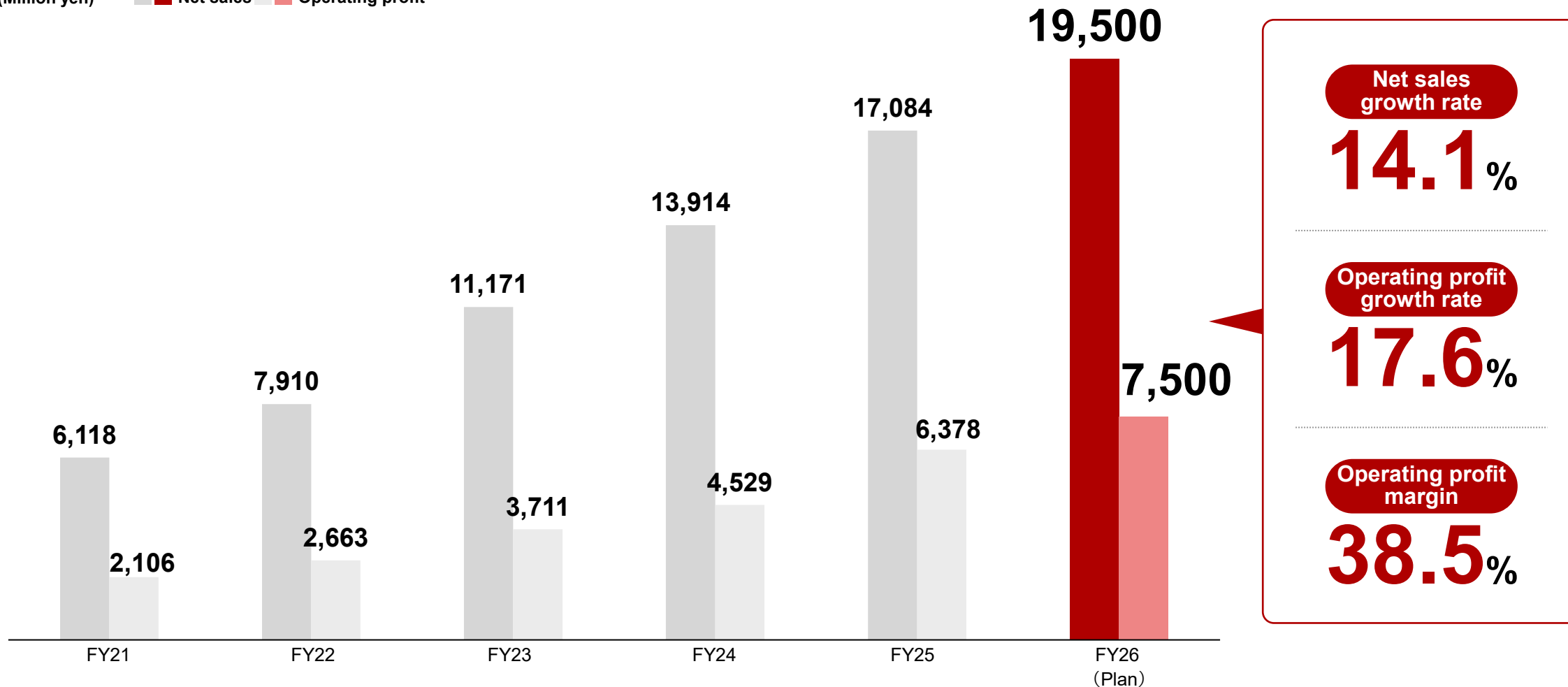
Earnings Forecasts for the Fiscal Year Ending September 30, 2026



- Sustained revenue and profit growth is planned due to continuing the strategy of focusing on enterprise customers to increase sales and curb costs

(Million yen)

■ Net sales ■ Operating profit

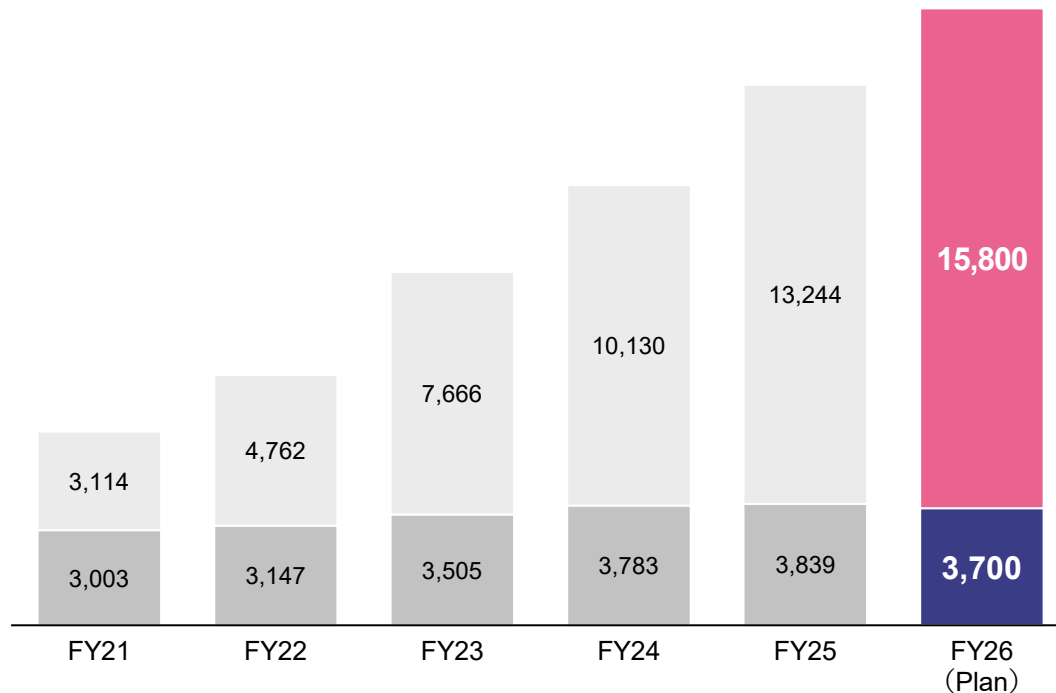


Earnings Forecasts by Segment for the Fiscal Year Ending September 30, 2026

Companywide growth in revenues and profits is expected to be driven by further improvement in profitability in HR Solutions

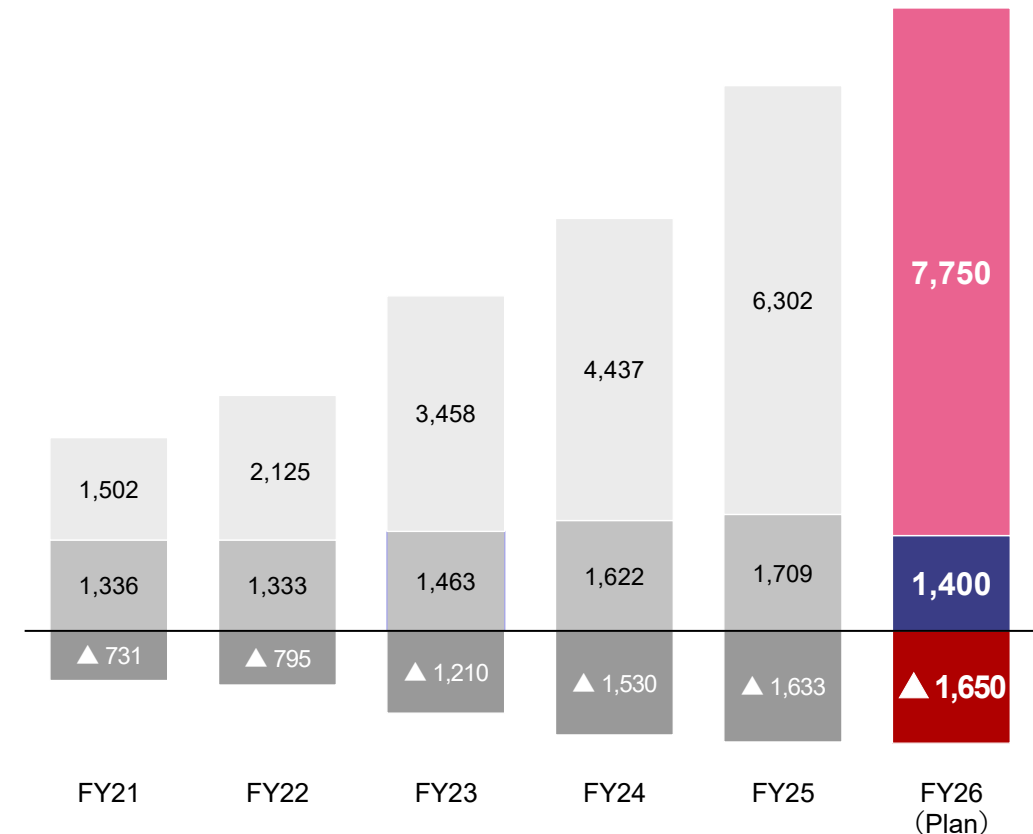
Net sales*1

(Million yen) ■ Marketing Solutions ■ HR Solutions



Operating profit*2

(Million yen) ■ Companywide ■ Marketing Solutions ■ HR Solutions



*1 Figures for fiscal year September 2023 and earlier have been retroactively calculated based on the new segment classifications introduced in fiscal year September 2024 and later.

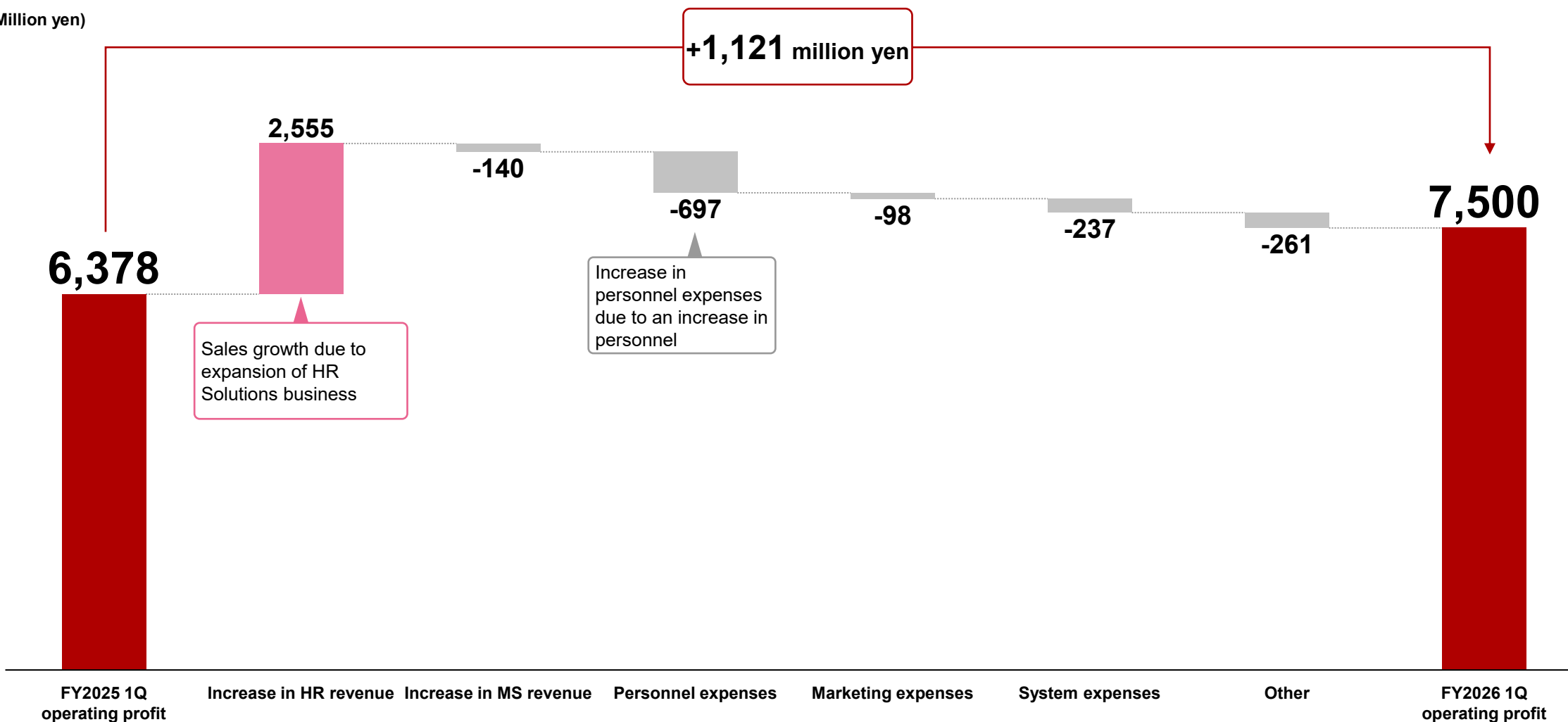
*2 Company-wide figures include amortization of goodwill, etc.

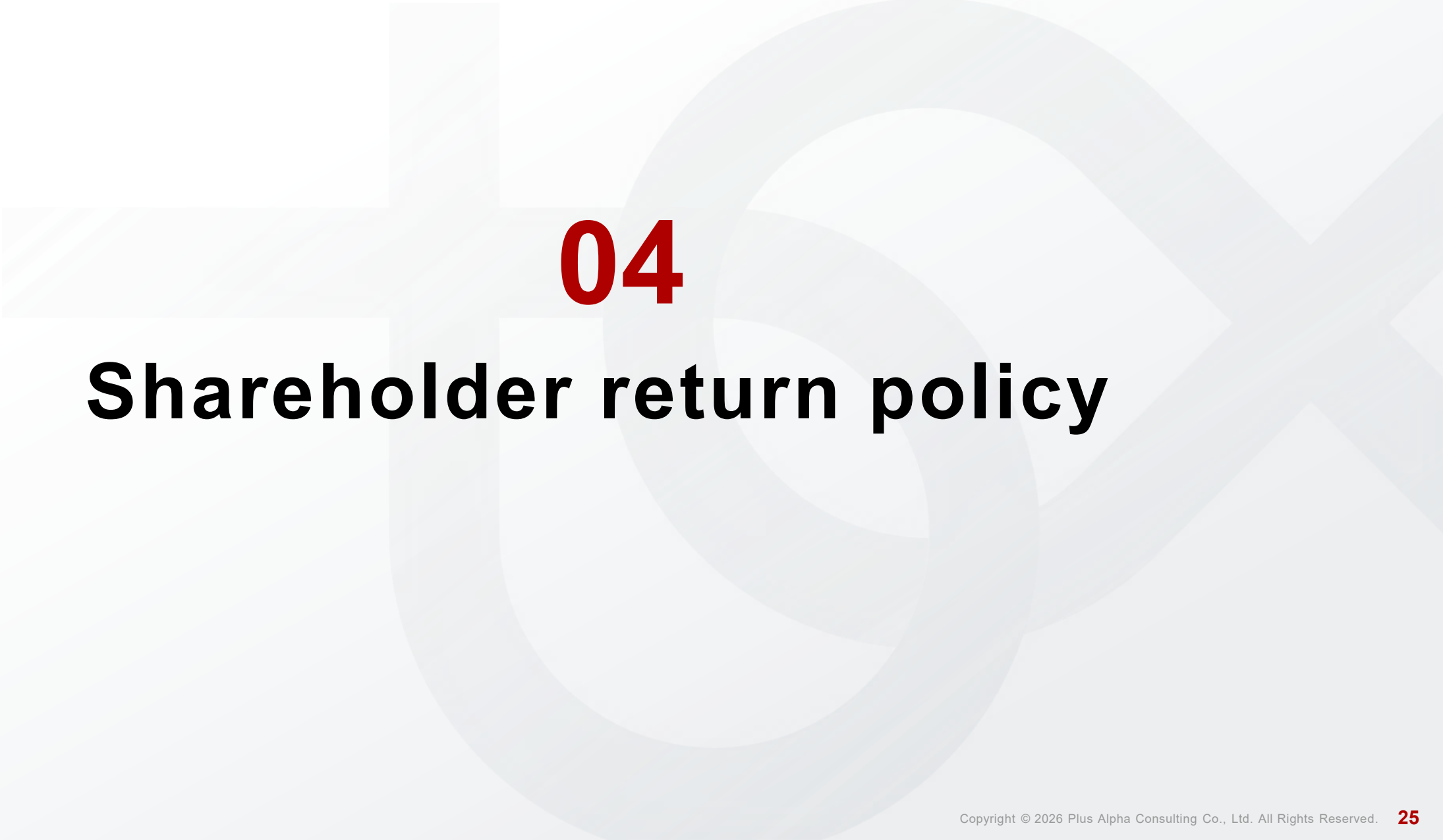
Factors Contributing to Changes in Operating Profit for the Fiscal Year Ending September 30, 2026



The increase in HR revenue absorbed increases in costs such as personnel expenses and system expenses, contributing to an increase in profit

(Million yen)





04

Shareholder return policy

Change in Dividend Policy

Reproduced: Second Quarter of the Fiscal Year Ending September 30,
2026 Financial Results Briefing Materials



- To further enhance capital efficiency and achieve stable shareholder returns that are less susceptible to fluctuations in profit levels, we have **changed our dividend policy**
- It will apply from the fiscal year ending September 30, 2026

Dividend Policy

Before
change

The Company considers the return of profits to shareholders to be an important management issue and has established a basic policy of continuing to pay stable dividends while securing the internal reserves necessary for future business development and strengthening management structure, with a target payout ratio of 30%.

After
change

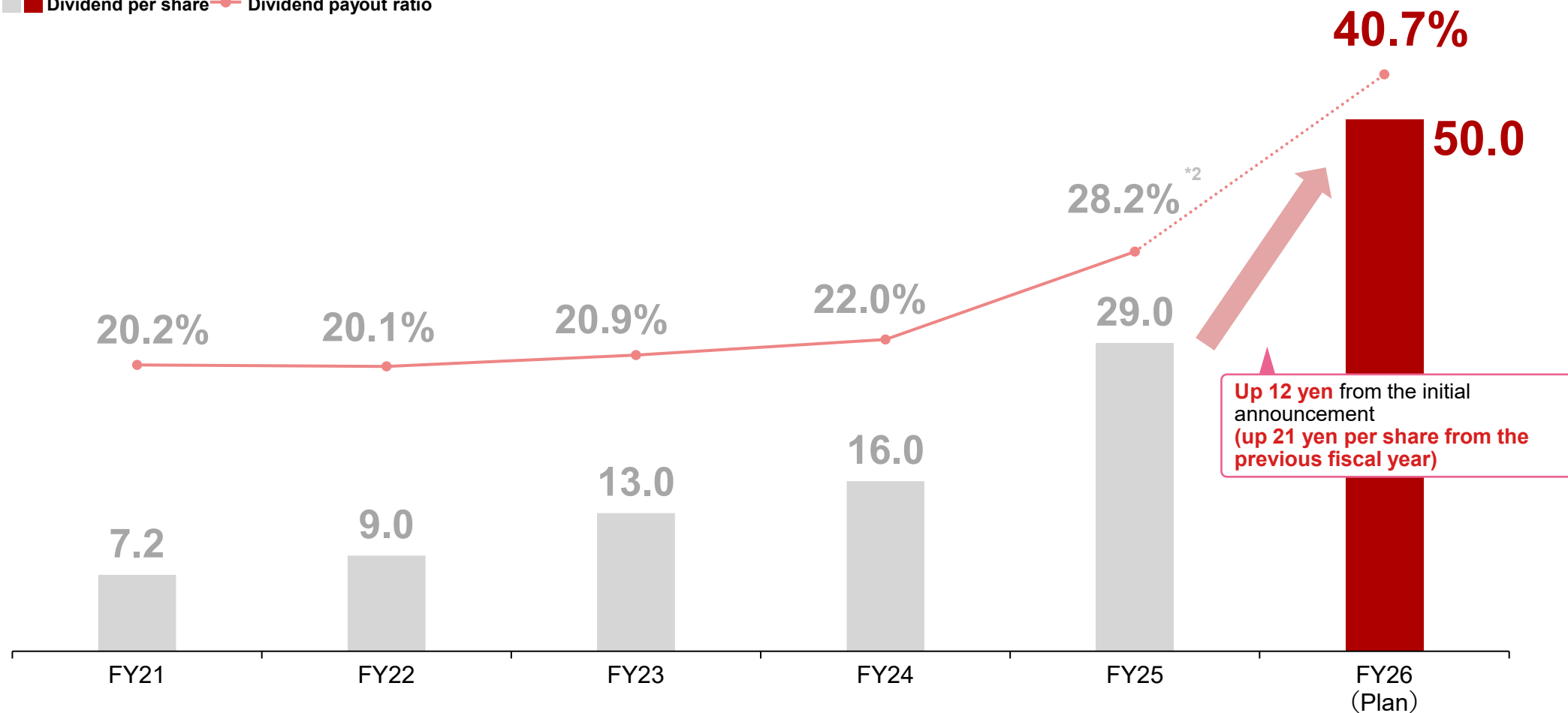
The Company considers the return of profits to shareholders to be an important management issue and has established a basic policy of continuing to pay stable dividends while securing the internal reserves necessary for future business development and strengthening management structure, and applies the higher of a 40% payout ratio or an 8% DOE (dividend on equity) as the standard for dividends.

Year-End Dividend Forecast for the Year Ending September 30, 2026



- the year-end dividend for the fiscal year ending September 30, 2026 will be determined by applying the higher of a 40% payout ratio^(**1) or 8% DOE (dividend on equity).
- the dividend per share will be 50.0 yen**, up 12 yen from the 38 yen announced at the beginning of the fiscal year (and up 21 yen from the previous fiscal year)

(Yen) ■ Dividend per share ● Dividend payout ratio



*1 The dividend payout ratio is calculated by the number of shares issued at the end of the year x dividend per share / profit

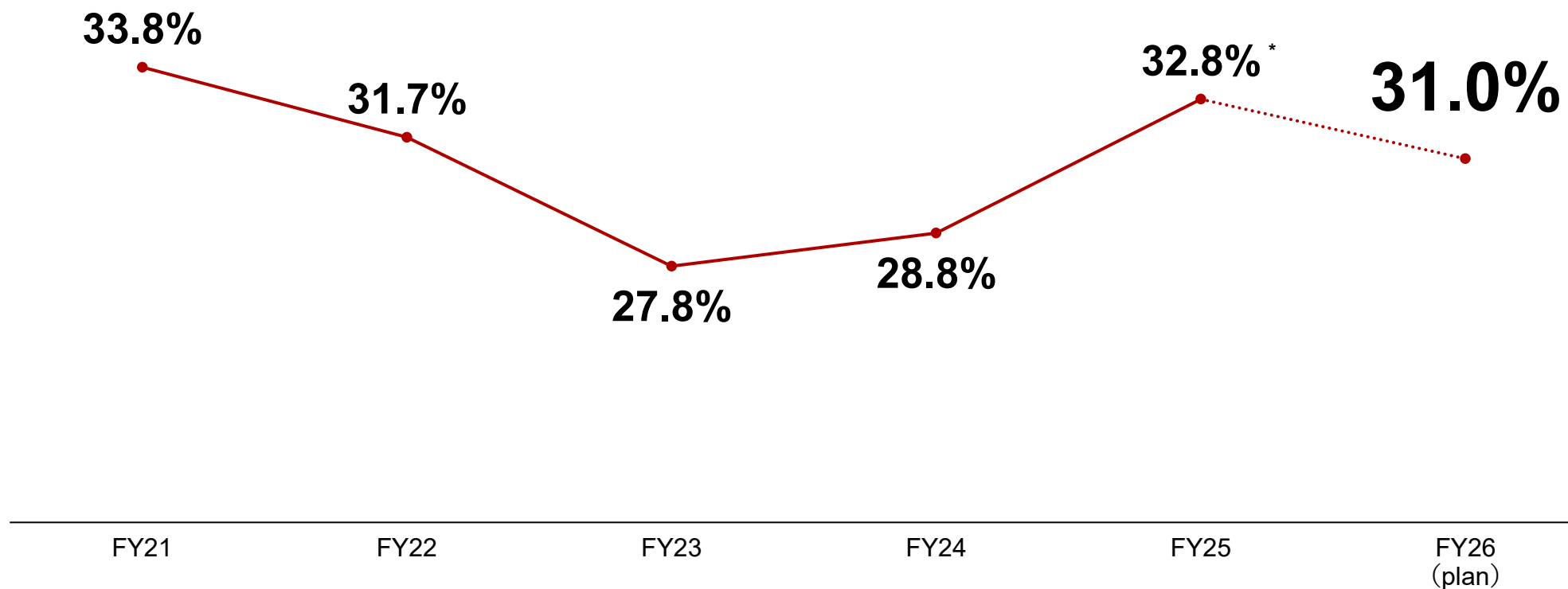
*2 The dividend payout ratio for FY2025 is calculated by excluding the impact of extraordinary losses due to impairment

Measures Aimed at Achieving Management Conscious of Cost of Capital and Stock Price



- The Company's ROE has consistently remained well above the average for companies listed on the Tokyo Stock Exchange Prime Market
- Aiming for management that further enhances capital efficiency, the Company targets an ROE of 30% or higher

ROE



* ROE for FY2025 is calculated by excluding the impact of extraordinary losses due to impairment

Acquisition of Treasury Shares



- Taking into overall consideration the Company's cash position and share price level, the Company will acquire treasury shares
- The purpose is to improve capital efficiency and further enhance shareholder returns

Details of the Acquisition

- Class of shares to be acquired ----- Common shares of the Company
- Maximum number of shares to be acquired ----- 570,000 shares (upper limit)
(Ratio to total shares issued: 1.34%)
- Maximum aggregate acquisition cost ----- 1.0 billion yen (upper limit)
- Acquisition period ----- August 13, 2026 – September 30, 2026
- Method of acquisition ----- Market purchase on the Tokyo Stock Exchange

Reference

Number of shares as of June 30, 2026

- Total number of issued shares ----- 42,402,150 shares
- Number of treasury shares ----- 0 shares

05

Topics

Latest Topics

- 1 AI Career Counseling Function Launched for Talent Palette**
- 2 New “AI Interview” Function for HR Professionals Launched for AI PlusTalk**
- 3 “Medical Department Edition” for Large-Scale Medical Institutions Launched for Hicare Wellness**
- 4 New Function-Specific Plans Introduced for “Mynavi TalentBase”**
- 5 Strengthening of Capital and Business Alliance with RAKUS**
- 6 Conversion of Cradle Inc. into a Subsidiary Through the Acquisition of Its Shares**

Reference

- Senior HR Executives Gather at the “Scientific HR and AI Executive Networking Event 2026”
- Talent Palette Achieves the No. 1 Share in the Domestic Human Resource Management Market for the Second Consecutive Year
- New TV Commercial Featuring Eiko Koike and Shotaro Mamiya Released

1 AI Career Counseling Function Launched for Talent Palette



- Launched the “AI Career Advisor” and “Career Board” features. Employees can use the features as a sounding board to support HR interviews
- AI analyzes a wide range of accumulated HR data to visualize each employee’s current position and future career outlook in line with the career paths in the respective company



Various types of **HR data** linked to employees

Talent data

Personnel information
Transfer history
Attendance data
Personnel evaluation
Training history
Qualification information
etc.

Human resource data

Aptitude testing
Skills
Self-reported information
Interview records
Personal strengths and weaknesses
Project Experience, Engagement, etc.

Data-Driven Dialogue

Dialogue with personalized AI based on data

AIアシスタント



現在の部署に配属されて3年が経ち、業務にもかなり習熟されている頃かと思います。これからのキャリアについて、さらにスキルを伸ばしたい領域や、新しく挑戦してみたいことはありますか？

今の仕事は嫌いではないし、そこそこできていると思うんですが……正直、毎日がルーティンワークになっていて、このままでもいいか焦りがあります。本当は企画系の仕事に興味があるんですが、今の部署ではそういう機会も少なくて。



着実に業務をこなせるようになったからこそ、今後の成長やキャリアの広がり不安を感じていらっしゃるんですね。過去の人事評価や適性検査のデータを見ると、あなたは「既存の枠組みの改善」や「現場の課題解決力」が非常に高く評価されています。企画系の仕事において、ご自身のこの「課題解決力」をどのような場面で活かせると思いますか？

● 現状の強みとコアスキル

顧客の潜在ニーズ把握と、部門横断的な提案推進力

あ……そういえば2年前の○○プロジェクトの時は、現場の不手伝いしましたか

Developing and recommending optimal next actions for each employee based on dialogue

キャリアレコメンド結果 合計 5 件

マーケティング戦略部長

キャリア概要

企業の成長を左右するマーケティング活動全体の羅針盤を設定。経営視点で中長期の市場競争戦略を立案し、部門を超えて推進するポジション。

おすすめ理由

戦略策定・組織マネジメント・事業運営に携われ、希望する事業責任者の経験に活かせる。顧客との関係構築・提案経験も強みになる。

AI/IoT活用戦略 DX戦略策定/推進 デジタルPR戦略
企業ブランディング戦略 顧客エンゲージメント戦略

営業企画部長

キャリア概要

営業部門の戦略的司令塔として、経営戦略と現場実行を結ぶ「橋渡し」を担う。中長期視点の売上・利益目標達成に向けた戦略を統括する。

おすすめ理由

戦略策定・実行や組織マネジメントの経験が積み、新規事業やDX推進にも携われる。チャレンジ志向を満たしながらスキルを伸ばせる。

AI/IoT活用戦略 DX戦略策定/推進 KPI設定/経営管理 M&A戦略策定/実行
経営ダッシュボード構築/運用 +3

営業部長

キャリア概要

持続的な成長戦略と収益基盤の核となる営業部門の最高責任者。事業拡大フェーズで全営業活動を統括し、部門全体を強力にリードする。

おすすめ理由

営業戦略の策定・実行や組織マネジメント、事業運営に携われ、希望する事業責任者の経験に活かせる。提案経験を活かし営業スキルを磨ける。

KPI設定/経営管理 KPI設定/モニタリング支援 テレマーケティング経験

New “AI Interview” Function for HR Professionals Launched for AI PlusTalk



- In addition to its conventional customer interaction training, the platform now features an “AI Interview” function through which AI engages employees in dialogue to review their work and explore issues in greater depth
- Supports the identification of insights and issues by serving as an alternative to personnel interviews and one-on-one meetings with supervisors, or as a sounding board for in-depth preparation beforehand
- Furthermore, integration with data accumulated in Talent Palette improves the quality of employee development, strengthens management, and optimizes human capital initiatives



Generate customer and employee personas from internal data



Existing Approach



Persona examples: Customers and prospective clients

Role-Playing (AI as Practice Partner)

- Role-playing for training new operators and sales personnel
- Interview role-playing
- Evaluation feedback simulation

Training Support for Sales and Call Center Personnel

Visualize Results



Identify your own strengths and weaknesses through objective AI-based assessment.

New Feature



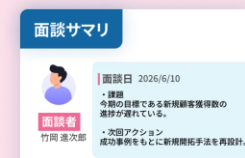
Persona examples: Supervisors, counselors

AI Interviews (AI as a Conversation Partner)

- Gathering feedback on frontline issues
- One-on-one brainstorming
- Articulating candid thoughts and insights
- Voice entry of daily reports

Expanded use in the personnel area

Visualize Results



- Helping managers better understand their subordinates
- Progress management of target KPIs
- Visualization of frontline issues
- Identification of success patterns

Integration with Talent Palette



- Personnel data reference
- Skill improvement analysis
- Integration with training management

“Medical Department Edition” for Large-Scale Medical Institutions Launched for Hicare Wellness



- Hicare Wellness has begun offering its “Medical Department Edition,” enabling cross-departmental monitoring and personnel management across medical departments (clinical departments).
- The solution has already been rolled out simultaneously across dozens of clinical departments at a university hospital in Tokyo, helping to address challenges specific to large medical institutions.



Consolidate data from partner hospitals to centralize staffing allocation and analysis

Medical Department Personnel

No.	2026/04	2026/05	2026/06
1	A病院 (大和好美 (R0.4月期~R0.7月期))		
2	B病院 (上村司 (R0.4月期~R0.7月期))		
3	C病院 (宮下佳幸 (R0.4月期~R0.7月期))		
4	D病院 (坂田正樹 (R0.4月期~R0.7月期))		
5	E病院 (松本麻美 (R0.4月期~R0.7月期))		
6	F病院 (白井美 (R0.4月期~R0.7月期))		
7	G病院 (坂村保三 (R0.4月期~R0.7月期))		
8	H病院		

大和好美

氏名 大和好美
性別 女性
役職 マネージャー
職種 管理者
等級 4
勤続期間 8年2ヶ月

No.	タスクフォース名	ステータス	開始日	終了日
1	A病院	稼働中	2026/04/01	2100/12/31
2	H病院	稼働中	2026/04/01	2100/12/31

大和好美 (R0.10月期~R10.9月期)

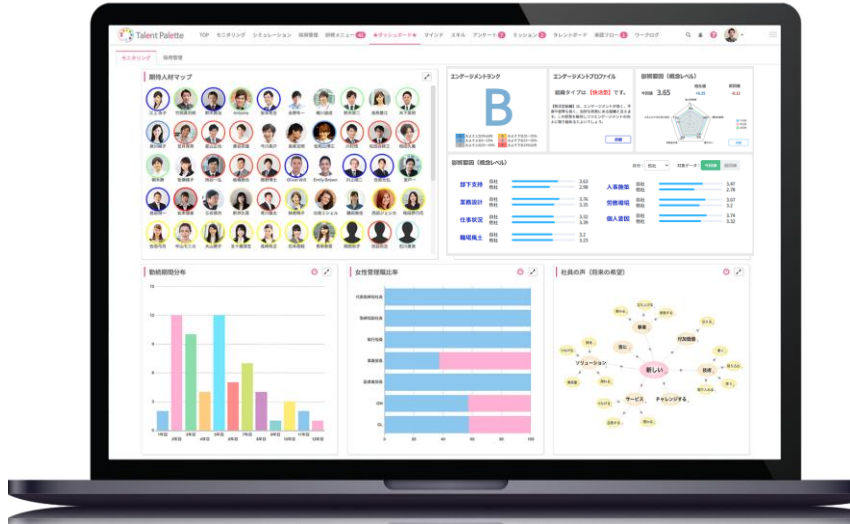
Effects and Functions

- **The Integrated Dashboard enables centralized personnel management across the entire hospital**
While retaining the different operational rules of each medical department, information such as qualifications and career histories is linked to shared data and automatically aggregated, providing visibility into the status of each department
- **Visualization of complex placement and assignment statuses**
Provides a chronological view of residents' schedules as they rotate among and undertake external assignments at multiple affiliated hospitals. Also facilitates compliance with the Work Style Reform for Physicians, which took effect in April 2024

New Function-Specific Plans Introduced for “Mynavi TalentBase”



- Launched the Organization Diagnostics-Focused Plan, Training Management-Focused Plan, and a combined plan for Mynavi TalentBase, an OEM solution for Mynavi Corporation
- Strengthened integration with Mynavi Corporation’s proprietary services by offering plans focused on high-demand functions



	Package A Organization Diagnosis- Focused Plan	Package B Training Management- Focused Plan	Package C Specialized in Talent and Organizational Development
Common Features*	○	○	○
Engagement assessment	○	—	○
e-learning	—	○	○
Training management functions	—	○	○
Skill functions	—	○	○
One-on-one functions	—	○	○

* Four functions are available under all plans: monitoring, dashboards, surveys, and personality assessments (SHL tests).

Strengthening of Capital and Business Alliance with RAKUS



- Strengthening the capital alliance following an increase in RAKUS's equity interest in the Company
- The companies agreed to establish and promote a strong collaborative relationship as strategic partners and further deepen their cooperation



Impact of the investment by RAKUS

- Scheduled share acquisition date: August 21, 2026
- Equity ownership ratio after the investment: 22.21%

Impact of the above investment

- As a result of the above investment, the Company will become an equity-method affiliate of RAKUS. (Deemed acquisition date: September 30, 2026)
- We plan to appoint one director nominated by RAKUS Co., Ltd.

Impact on financial results

- We believe that strengthening this collaboration will contribute significantly to the expansion of our business and enhancement of our corporate value over the medium to long term.
- The impact on financial results for the fiscal year ending September 30, 2026 will be minimal.

Conversion of Cradle Inc. into a Subsidiary Through the Acquisition of Its Shares



- Business expansion into services supporting diversity promotion, employee health, and well-being through the conversion of Cradle Inc. into a subsidiary
- Contributing to further development of the enterprise market and expansion of services into HR-adjacent areas

Enterprise SaaS Services Supporting Employee Well-Being



<Anticipated Synergies>

Sales
collaboration
(cross-selling)

Strengthening
community
collaboration

Development of
services in new
areas



ウェルビーイング研修コンテンツ

月2回のセミナー、約100本の動画、10分完結のeラーニングなど、学びやすい研修コンテンツを提供しています。



全国の提携クリニック/サービスで利用できるクーポン

全国130以上の提携医療機関・クリニックや、更年期・妊産性検査キット/家事代行などのサービスクーポンを提供しています。



健康相談サービス

健康に関する悩みや不安を看護師にチャットで相談できます。



利用状況レポート/サーベイレポート

従業員のウェルビーイングやダイバーシティに関する関心を随時把握し、“現在地”を知ることが可能になります。



導入企業様同士の勉強会/コミュニティイベント

年に4回程度、Cradleを導入している企業の皆様にお集まりいただき、勉強会やコミュニティイベントを開催しています。

Senior HR Executives Gather at the “Scientific HR and AI Executive Networking Event 2026”

- The Scientific HR and AI Executive Networking Event 2026 was held on May 28, 2026
- More than 200 senior HR executives from large enterprises attended, deepening their engagement and discussions on the ideal form of HR in the AI era
- Representatives from JX Advanced Metals and House Foods participated in the panel discussion, sharing advanced case studies on the use of AI in human resources



Talent Palette Achieves the No. 1 Share in the Domestic Human Resource Management Market for the Second Consecutive Year



- Talent Palette ranked No. 1 in share of sales by vendor in the research report “ITR Market View: Human Resource Management Market 2026” (*1)
- This marks the second consecutive year that Talent Palette has achieved the No. 1 share. According to the report, it accounted for 24.9% of sales among the 15 vendors surveyed



*1 Source: ITR: Definition of the human resource market in “ITR Market View: Human Resource Management Market 2026”: The system is for centralized management of employee skill information and optimizing human resource assignment within the organization. It consists of functions such as a transfer simulation to improve employee productivity and maximize human resource utilization, identification of necessary human resources, personnel evaluation and assessment, and skill and career plan management. It is also called talent management

New TV Commercial Featuring Eiko Koike and Shotaro Mamiya Released

- A new commercial featuring Eiko Koike and Shotaro Mamiya was rolled out across transit and online media beginning June 15, 2026
- The commercial depicts how Talent Palette enables a scientific approach to resolving HR challenges involving employee evaluations, career development, and personnel allocation



Commercial Video



06

Medium-term Management Policy

Medium-Term Management Policy



Simultaneously promote the creation of new businesses and the enhancement of profitability in order to achieve further profit expansion

Quantitative targets

Achievement of
operating profit of
10 billion yen
(FY2028)

1

Enterprise focus

- Strengthening differentiation through high-value-added services
- Business evolution through the integration of SaaS and consulting
- Market-leading information dissemination and deepening customer networks



2

Driving partner strategy

- Promoting collaboration with partners specializing in the HR field
- Launching new revenue drivers leveraging partners' strengths



3

Business development utilizing new technologies

- Accelerated development of innovative growth services through rapid creation of new services and ventures leveraging generative AI
- External partners through M&A and capital alliances



Growth Strategy



- Aim for comprehensive business growth by combining horizontal expansion to promote data utilization with vertical expansion to lock in customers
- Also utilize external resources, such as partnerships with partner companies and capital alliances

Vertical expansion

Strengthen value-added services to retain enterprise customers

Thinktank

- Industry-leading information dissemination
- Present a mid-to-long-term vision for the future

Consulting

- Issue identification, system design, data analysis
- Support for the utilization of generative AI

BPO

D4DR inc.
知的財産心を社会の進化に変える企業

- Personnel administration services
- System operation services



Talent Palette
タレントパレット

Personnel information platform



Hiring

- Recruitment matching for ideal candidate profiles

Benefits

- Organizational revitalization
- Increasing engagement



Training

- Training recommendations tailored to individual employees

Health care

- Understanding employee health status
- Health promotion measures



Specialization service

- Launch of a service specialized in a specific area

Expanding into adjacent fields to promote the utilization of human resource data

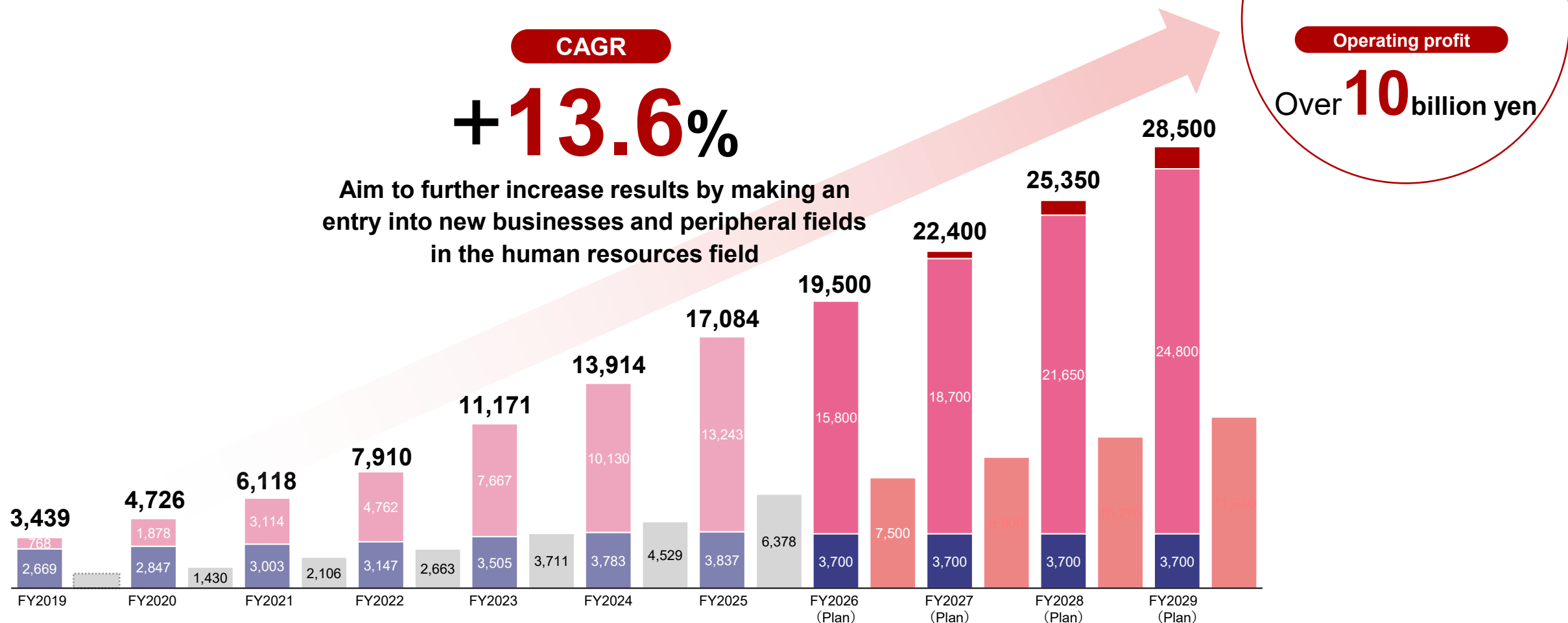
Horizontal deployment

Medium-Term Growth Image



- In addition to continued expansion of HR Solutions, expected to develop HR-related areas and new businesses
- In the medium term, aim for sales of 30 billion yen and operating profit of 10 billion yen or more

(Million yen) ■ Net sales (New businesses)* ■ Net sales (HR Solutions) ■ Net sales (Marketing Solutions) ■ Operating profit



* Specific details including future M&A are to be determined.

Structure to Enhance Added Value for Enterprise Customers



- The Consultant, Concierge, Support Desk, and Development teams respond promptly to requests from customers that have implemented Talent Palette
- By maximizing the value delivered to customers, we achieve increased ARPU + reduced revenue churn rate = maximized customer value (increased LTV).

Approx. 40 people



Consulting

- Support for utilization of system design and skill information
- Configuration of system settings and implementation flow
- Operational design, etc.

Support desk

Customer inquiries and chat support

- Online configuration support
- Resolution of functional uncertainties during individual consultation sessions, etc.



Approx. 30 people

Customers

Companies
implementing



Concierge

- Support for promoting the utilization of functions and settings
- Implementation of subcommittees for resolving issues
- Issue resolution in individual consultation meetings, etc.



Account
Rep

Approx. 40 people

Development

- Enhancement of functionality and technological advancements that contribute to improved customer convenience
- Enhancement of functionality to swiftly incorporate customer requests
- Cutting-edge technologies devised by Plus Alpha Consulting (AI, voice analysis, etc.)



Approx. 60 people

**Effects of
maximizing value
provided to
customers**

- Increase in ARPU
(Promotion of upselling, etc.)
- Reduction of revenue churn rate
- Improvement of LTV

Why Talent Palette Will Not Be Replaced by Generative AI



- Talent Palette has established itself as being difficult to replace through its ability to handle complex individual requirements, security support, and proprietary data accumulation demanded by enterprises.
- The value proposition is enhanced through services that combine SaaS, consulting, and generative AI.

Areas easy to replace with AI

- Routine automation: chatbots, FAQs, email creation, etc.
- Content creation: General document creation, meeting summarization, image creation
- Simple data aggregation: Numerical aggregation and visualization

VS

Areas difficult to replace with AI (Talent Palette)

- Complex Requirements for Individual Companies: Company-specific processing for personnel systems and other areas
- Advanced security: Confidential information, access control
- Accumulation and Utilization of Proprietary Data: Various personnel and organizational time-series data



Providing a general-purpose HR services utilizing AI

Common weaknesses of AI-powered services

- Responding to complex operational requirements of individual companies
- Risk of hallucination
- Concerns about information leakage

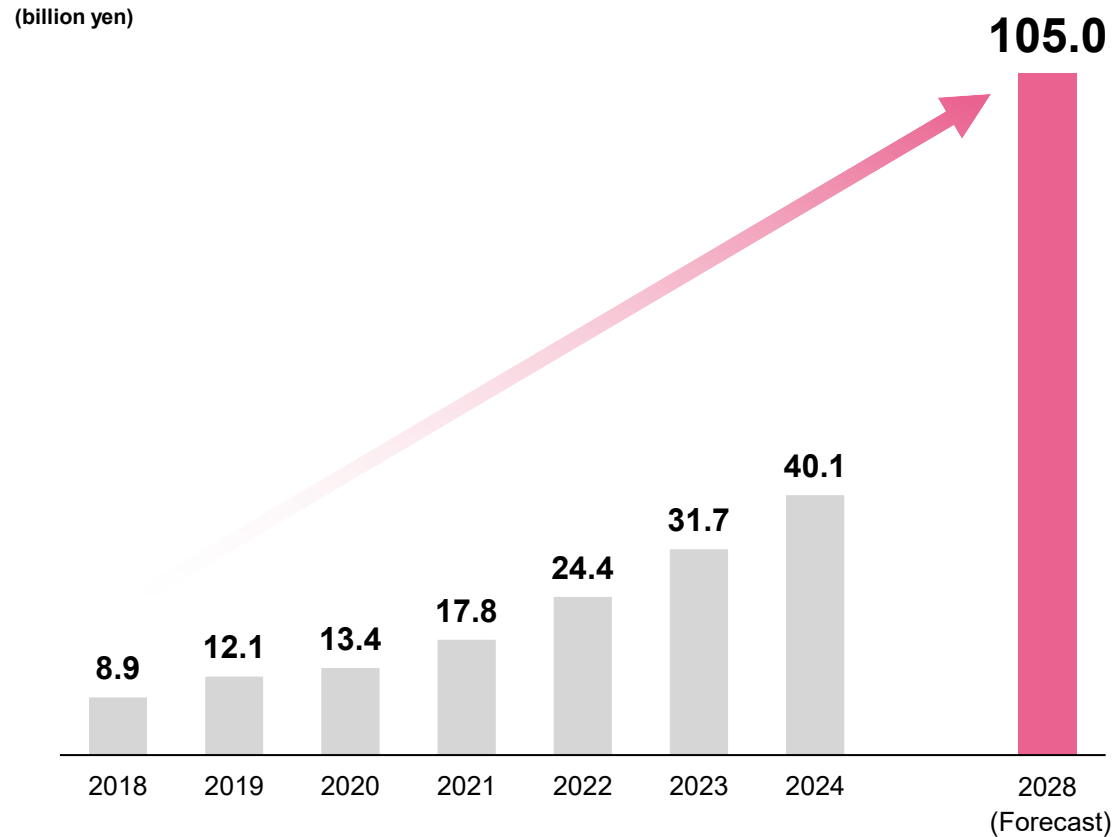


Strengths of Talent Palette

- Functions covering complex operations and security requirements
- Providing consulting services to support the implementation of various personnel initiatives
- Promoting scientific personnel management to enable the accumulation and utilization of vast amounts of data

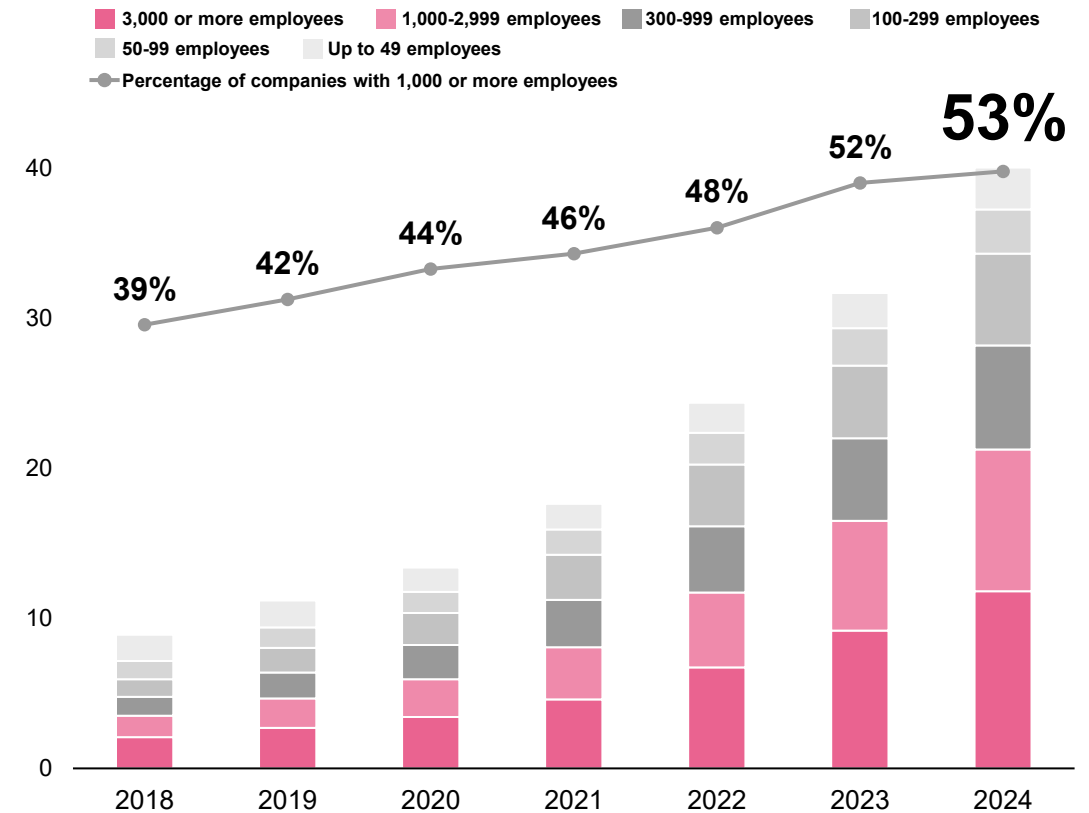
Personnel and assignment cloud market size (overall)

The market size is projected to exceed 100 billion yen by FY2028

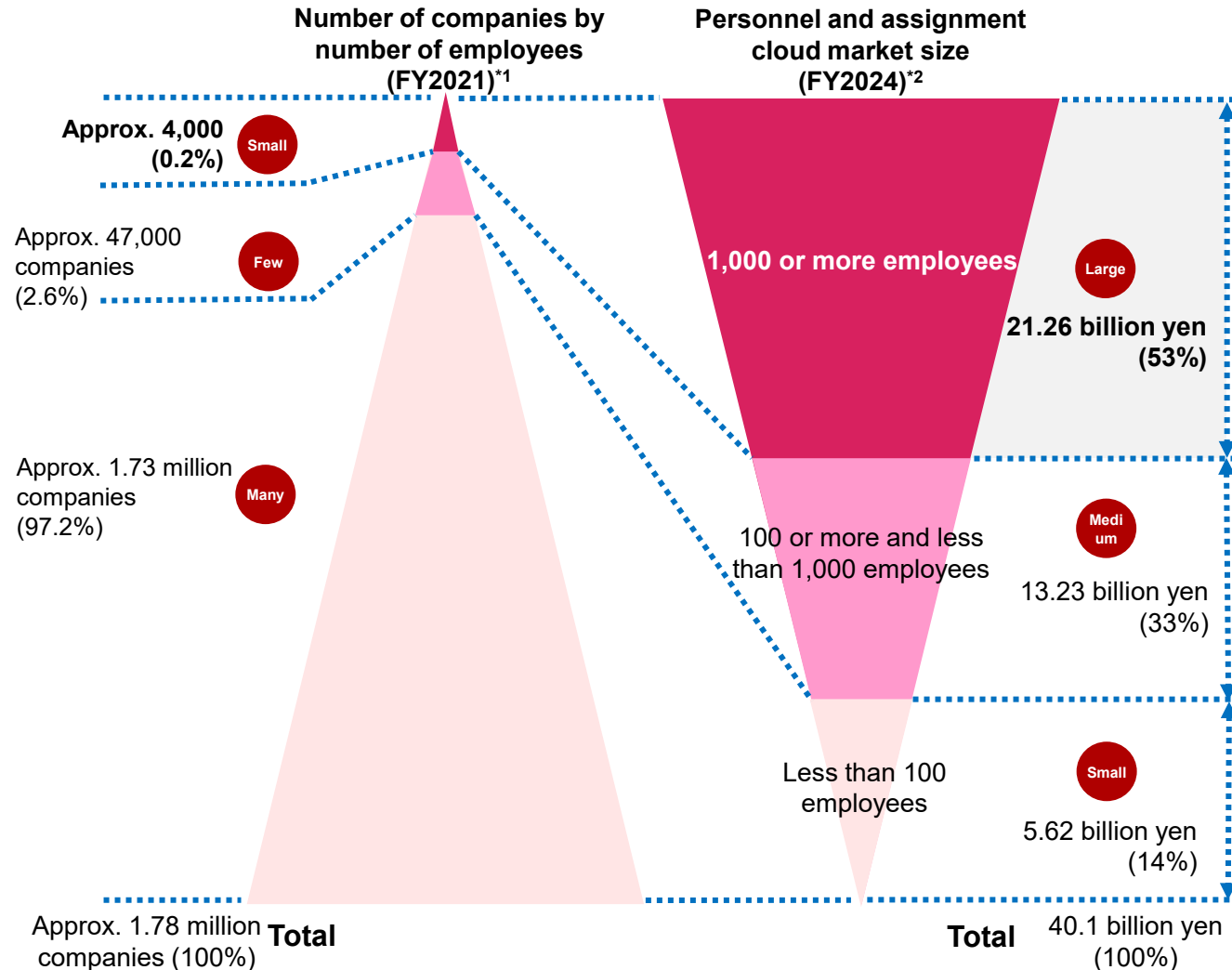


Personnel and assignment cloud market size (by number of employees)

The majority of the market consists of companies with 1,000 or more employees, and the proportion of these is on an upward trend



Market structure of the personnel and assignment cloud market



Characteristics of the enterprise market (companies with 1,000 or more employees)

- Enterprises account for over 50% of the market share, with a large market size and high growth potential
- Easy to leverage the strengths of Talent Palette, our products hold the top market share.
- Higher revenue per project and greater profitability

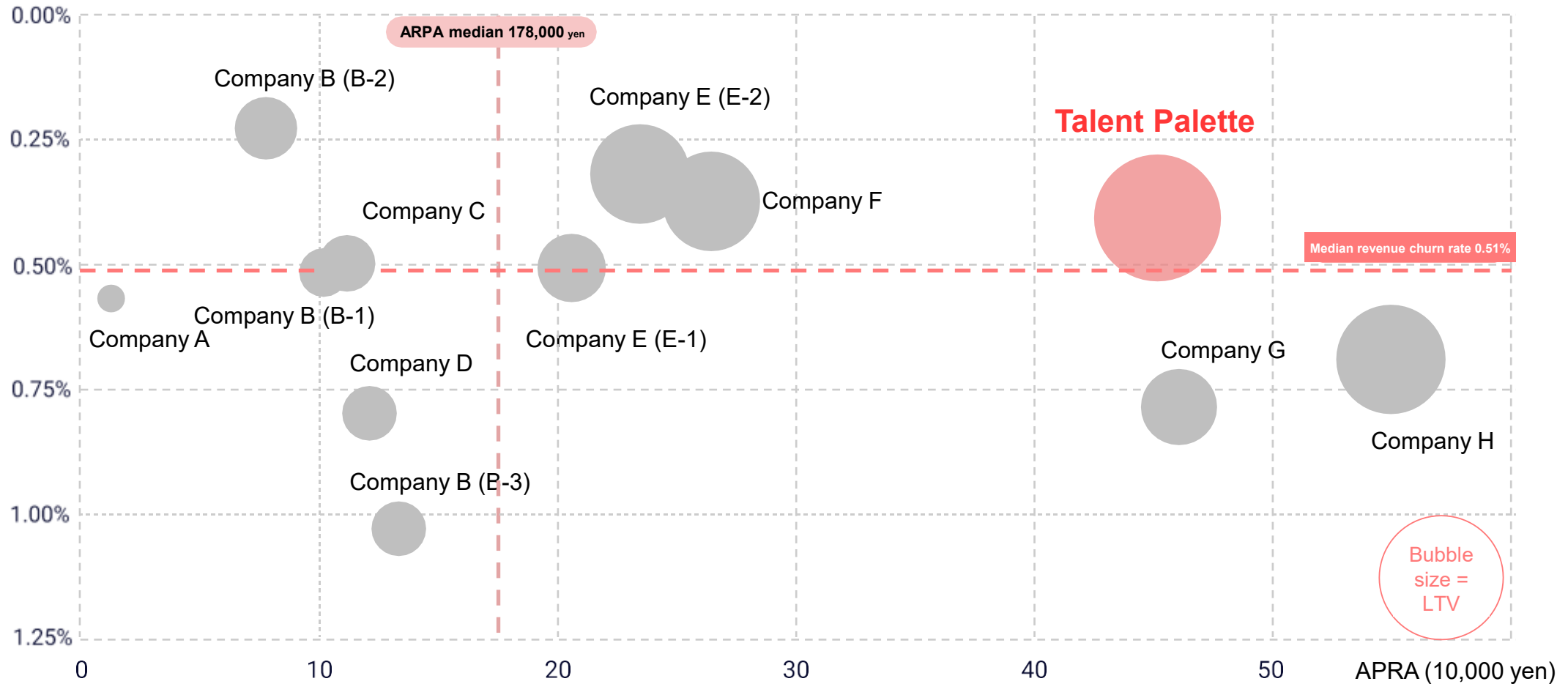
Leveraging our strengths, we will further focus on and deepen our presence in profitable growth markets

*1 Source: Prepared by Plus Alpha Consulting based on "Economic Census"

*2 Source: Prepared by Plus Alpha Consulting based on "HRTech Cloud Market Facts and Outlook"

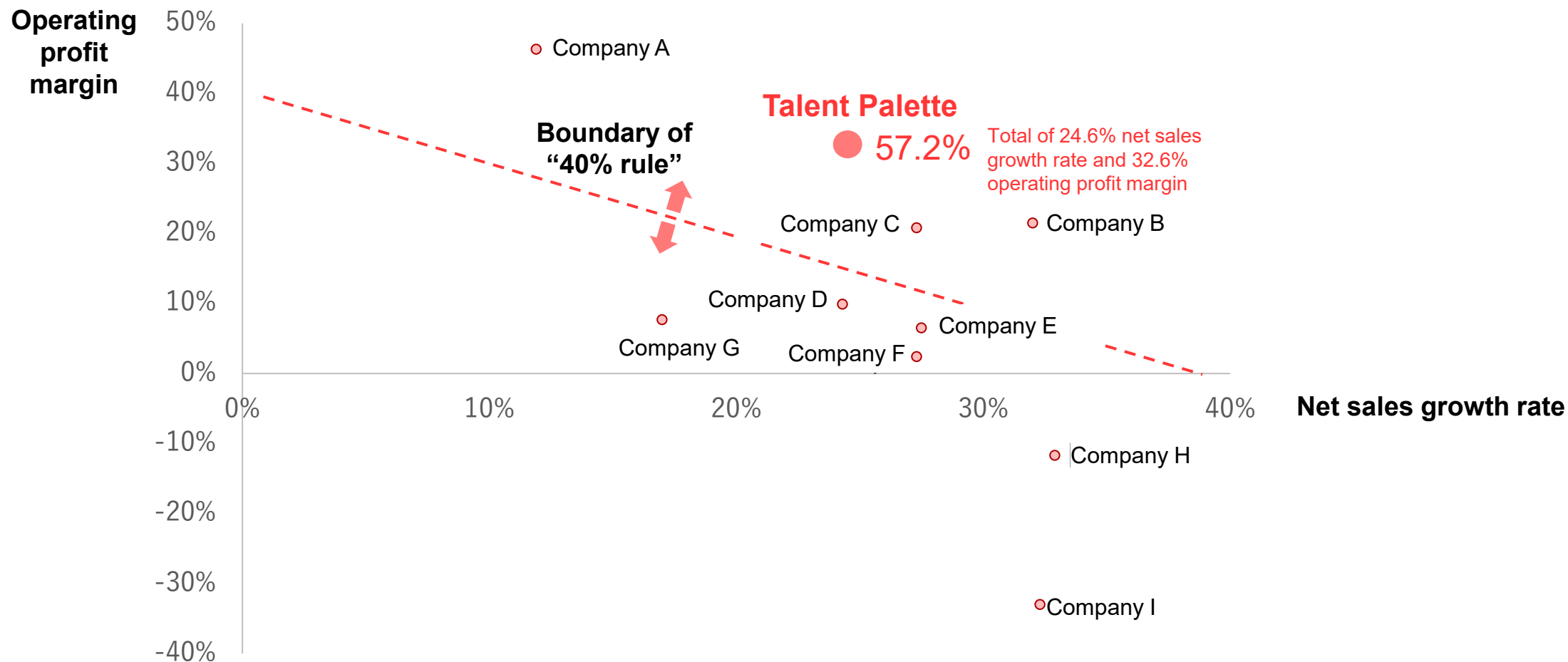
SaaS LTV Analysis

Revenue churn rate (%)



* Source: Prepared by Plus Alpha Consulting based on "SaaS industry Report 2025" by SMARTCAMP Co., Ltd.

Comparison of net sales growth rate and operating profit margin



*1 Source: Graph prepared by Plus Alpha Consulting based on figures (net sales growth rate, operating profit margin) for each company listed in the “SaaS Industry Report 2025” (companies with net sales of 10 billion yen or more were selected)

*2 The “40% Rule” is a concept that considers a SaaS company to be healthy if its annual sales growth rate plus operating profit margin exceeds 40%.

Text mining market size

(billion yen)

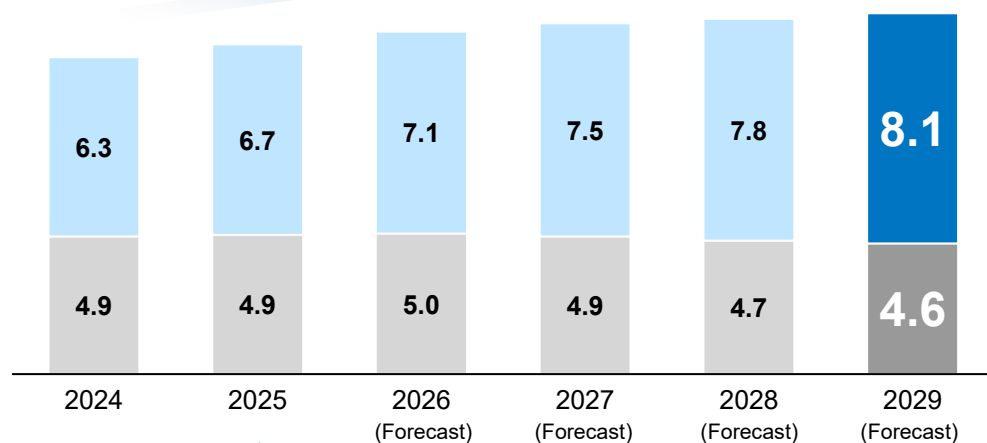
Package

SaaS



SaaS market growth rate

5.2%



Plus Alpha Consulting's share (FY2025)



CX/marketing suite market size

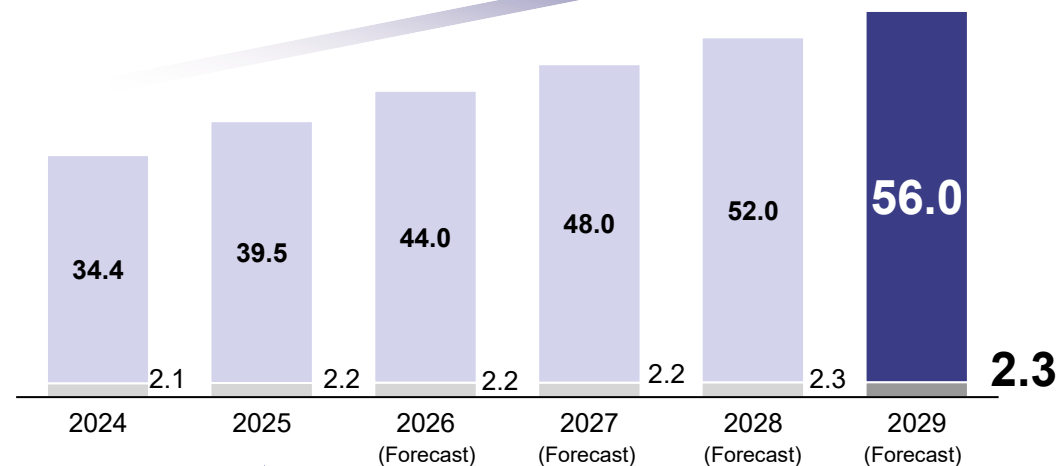
Package

SaaS

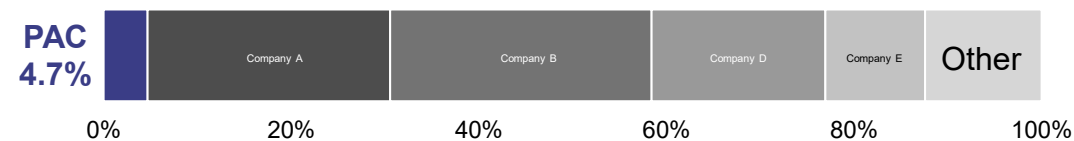


SaaS market growth rate

10.2%



Plus Alpha Consulting's share (FY2025)





07

Reference materials

Company outline

Company outline

Company name	Plus Alpha Consulting Co., Ltd. (Tokyo Stock Exchange Prime: 4071)
Representative	Katsuya Mimuro, Representative Director and President
Location	Main office : 25F Shiodome Sumitomo Building, 1-9-2 Higashi Shimbashi, Minato-ku, Tokyo Osaka Branch : 13F Osaka Nakanoshima Building, 2-2-2 Nakanoshima, Kita-ku, Osaka-shi, Osaka Fukuoka Branch : 4F Grand Cabin Tenjin-minami, 3-3-33 Yakuin, Chuo-ku, Fukuoka-shi, Fukuoka
Consolidated subsidiary	Grow Up Co., Ltd. / Attack Inc. / D4DR inc. / OM Network
Established	December 25, 2006
Capital	563,392 thousand yen (as of June 30, 2026)
Business content	Providing cloud services for data analysis platforms
Number of employees	520 consolidated (as of June 30, 2026)
URL	https://www.pa-consul.co.jp/

MISSION

Create  value for our customers' businesses.
PLUS ALPHA

By “visualizing” the enormous amount of information filling the world—texts, numerical values, images, sounds, etc.—and providing “realizations” that are helpful to our customers' businesses, we will create “+ α” (PLUS ALPHA) value for our customers.

VISION

Continuing evolving as a company of visualization platforms.

Information volume and digitalization have continued to increase exponentially in an array of fields. We will propose solutions that will help improve creativity and productivity, with the aim of continual evolution as a company. Our visualization platforms will revolutionize various industry mechanisms by working closely with our customers, employees, and partners.

Business Concept



Support data utilization across various industries by visualizing and platformizing big data

Explosive growth of
information volume driven by
digitalization across all
scenarios

= **Creation of big data**

Customer information
Customer feedback

SNS
X (formerly Twitter)

Product information
Purchase history

EC access logs
IoT / life logs

Business daily reports
Intellectual properties
/papers

Personnel / labor
information
Interview records

Visualizing vast amounts of information through
technology and providing it as a platform
Providing support up to data utilization through
consulting

Text mining
Data mining
Natural language
processing
AI / machine learning

Utilization support
Consulting
Operational knowledge

Serving various
sectors

HR Solutions

 **Talent Palette**
タレントパレット

 **ヨリソル**

 **キミスカ**

 **Hicare Wellness**
ハイクアウェルネス

Marketing Solutions

 **CustomerRings**
カスタマーリングス

 **見える化エンジン**

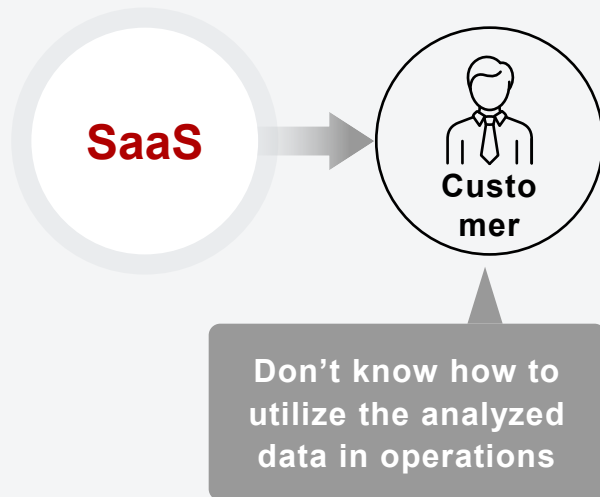
Business Model



Maximize results and deliver optimal solutions tailored to each customer by combining the strengths of SaaS and consulting

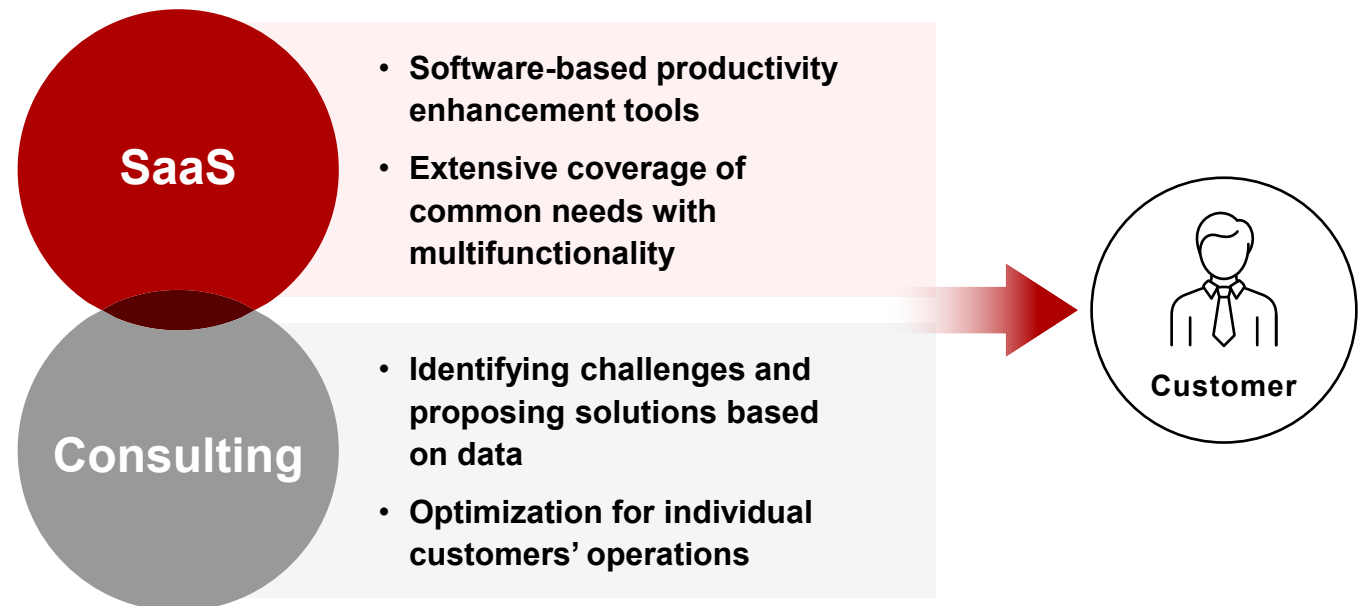
When only providing SaaS

Providing only tools means customers cannot fully leverage the data or handle the output, resulting in insufficient outcomes



Plus Alpha Consulting's business model

In addition to providing SaaS, offer consulting services to help master them **and maximize results**



Main Services



Developing SaaS solutions based on expertise in data analysis and utilization, and expanding into multiple domains including the HR/personnel area and the marketing area.

HR Solutions

Expanding business into the areas of HR/personnel and education based on expertise on data utilization cultivated in the area of marketing

Main target areas and services

HR/personnel area



- Analysis of employee information for HR measures such as personnel development and optimal placement
- Monthly subscription according to the number of employees

Education area



- Visualization by central management of information on teachers, students and parents, and promotion of educational data use and utilization
- Monthly subscription according to the number of students and teachers

Marketing Solutions

Developing business in the areas of marketing and CRM with advanced technological capabilities to visualize big data in a way that is useful in practice

Main target areas and services

Marketing area



- Text mining analysis for the use of customer feedback data from call logs, X (formerly Twitter), etc.
- Monthly subscription according to the amount of analyzed data

CRM area



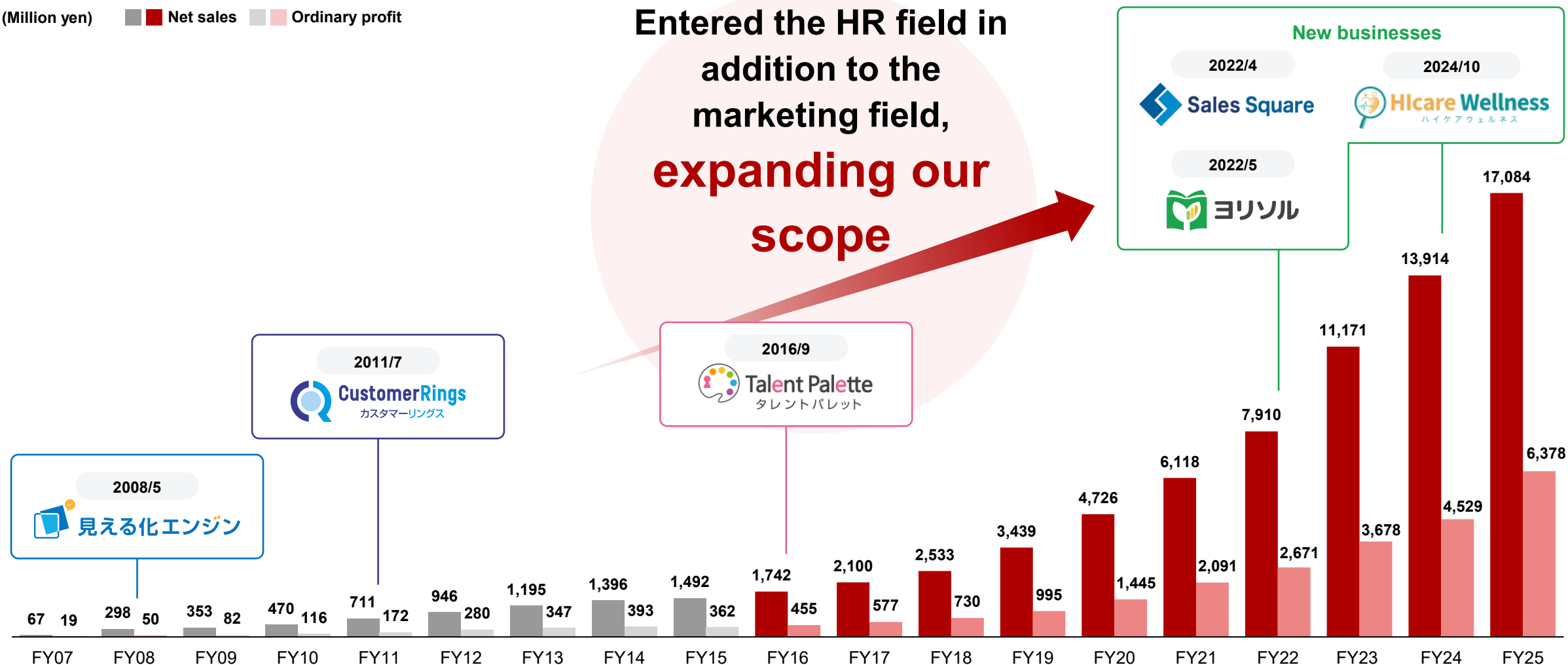
- Customer analysis using purchase histories, web access logs, etc., and automation of marketing initiatives
- Monthly subscription according to the number of customers/
- e-mails delivered

Growth Through Introduction of New Services



- Since the Company was founded, expanded content of business by introducing business-specialized products in intervals of several years
- Leveraging expertise cultivated in the marketing field, we expanded our business into the personnel and HR field starting in 2016, and have launched numerous new businesses in recent years

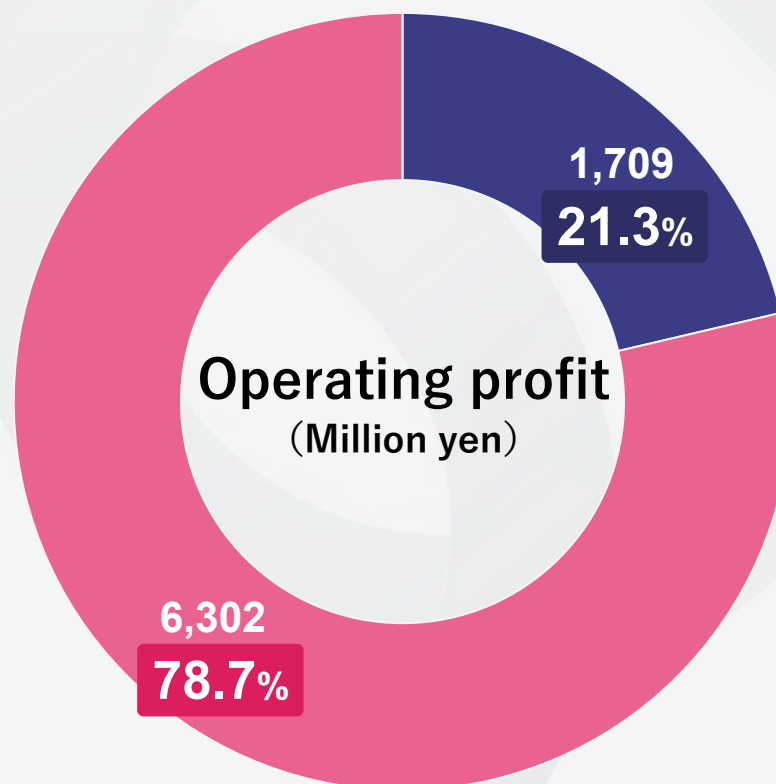
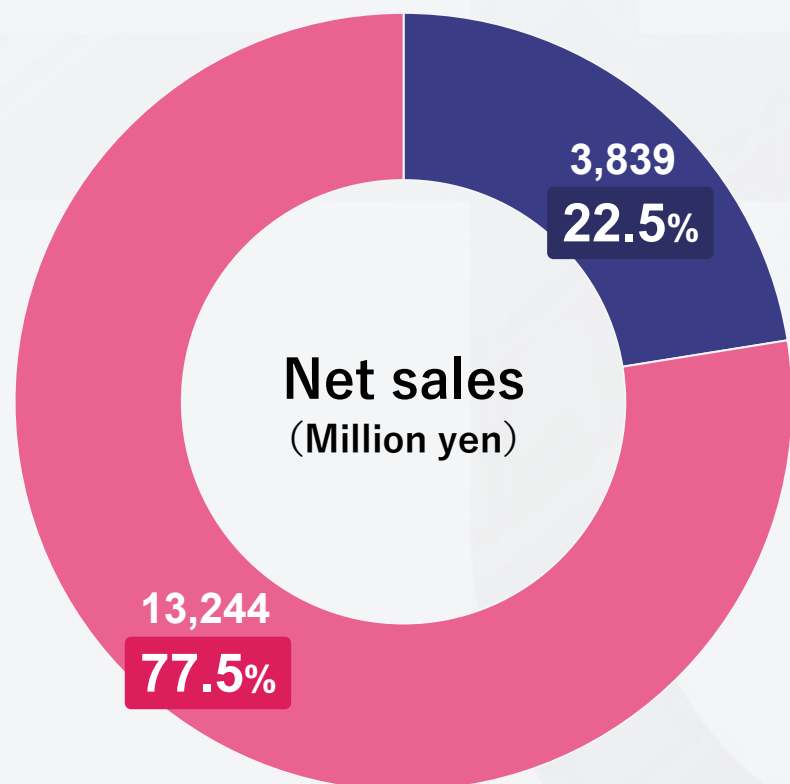
(Million yen) ■ Net sales ■ Ordinary profit



Business Composition



For the FY2025, the HR Solutions business accounted for 77.5% of sales and 78.7%* of profits, significantly driving growth



HR Solutions



Marketing Solutions



Competitive Advantages



01

**High technical expertise
in data visualization**



**Possesses extensive
technology and expertise in
visualizing big data in a way
that is useful for customers'
practical operations**

02

**Organizational capabilities
supporting the rapid
evolution of services**



**Established a system
where sales, development,
and consulting work
together to enhance
added value**

03

**Leveraging insights
through consulting**



**Implement the needs
identified through
consulting into the
generic features of SaaS**

04

**New business
development capabilities
based on SaaS business
infrastructure**



**Horizontal expansion of
existing SaaS business
infrastructure to launch
revenue-generating
ventures in a short period**

Example1

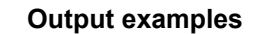
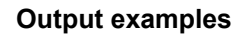
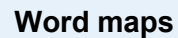
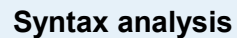
Example 2

Purchasing pattern analysis

Example 3

Network diagram

Output examples

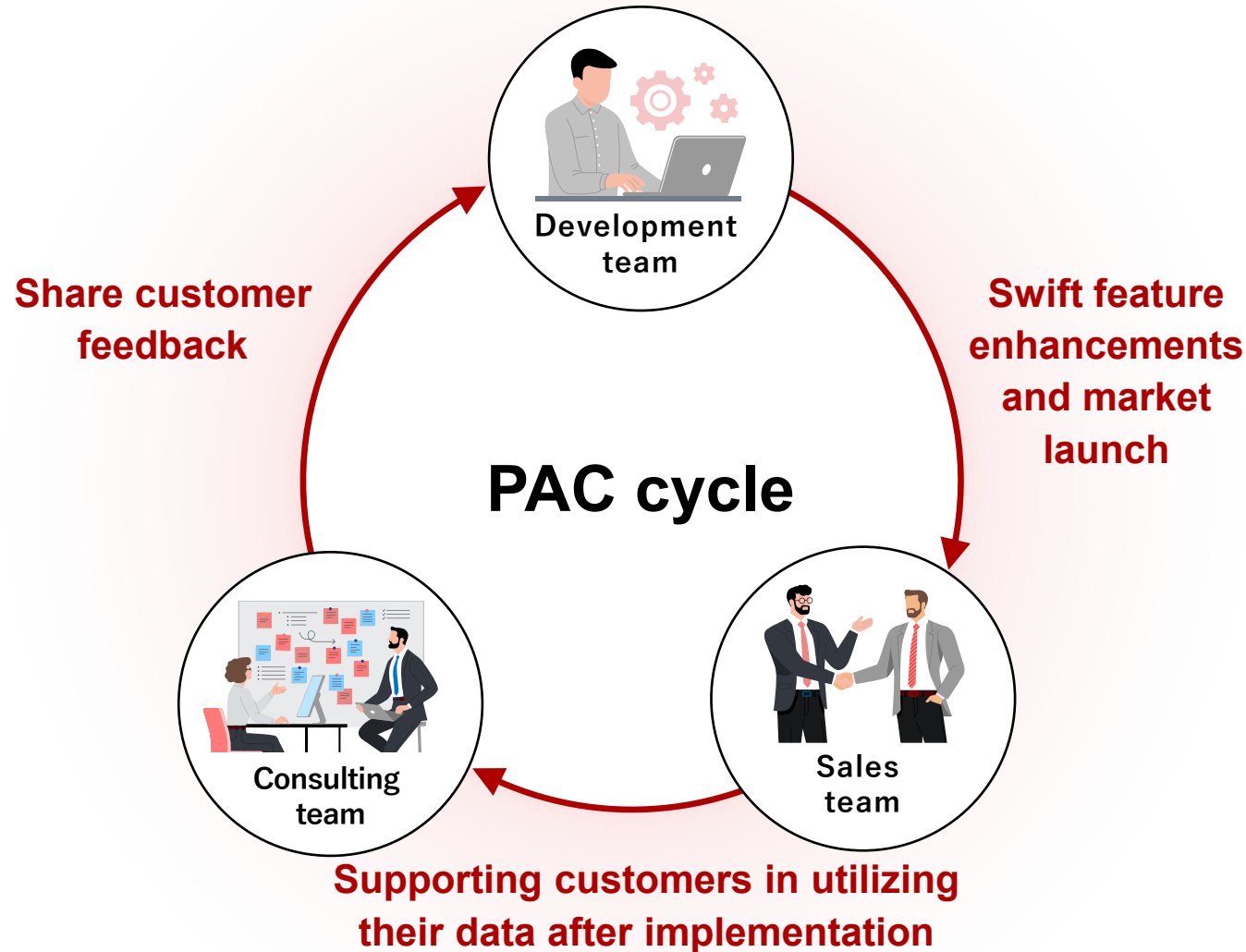


Competitive Advantage (2)

Organizational Capabilities Supporting the Rapid Evolution of Services



Establish the “PAC cycle” to identify needs through consulting with leading companies and rapidly implement them as generic functions



Realizing the rapid evolution of services

Differentiation
by rapid functional evolution

ARPU improvement
by creating high added value

Cancellation prevention / LTV improvement
through a concerted effort by the entire team

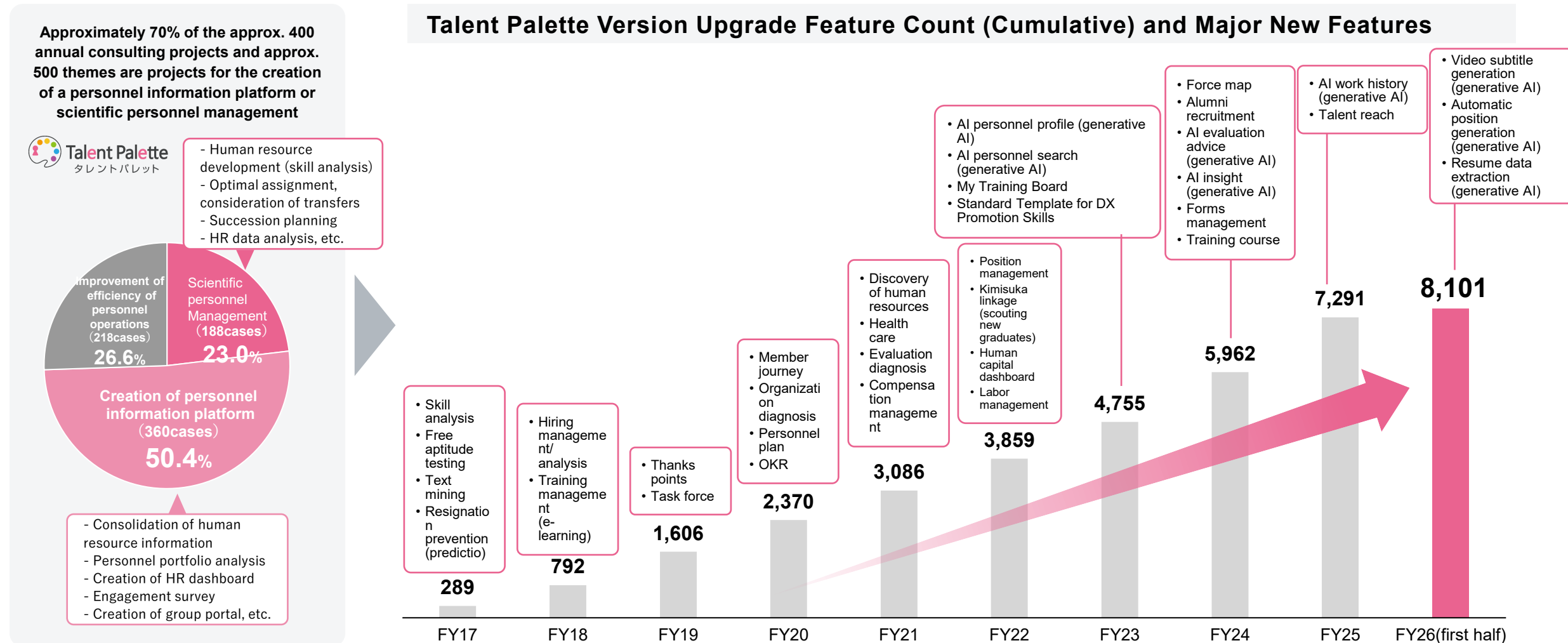
Partner relationships
on equal footing with clients

Early market launch
of new functions and businesses

Competitive Advantage (3) Leveraging Insights Through Consulting



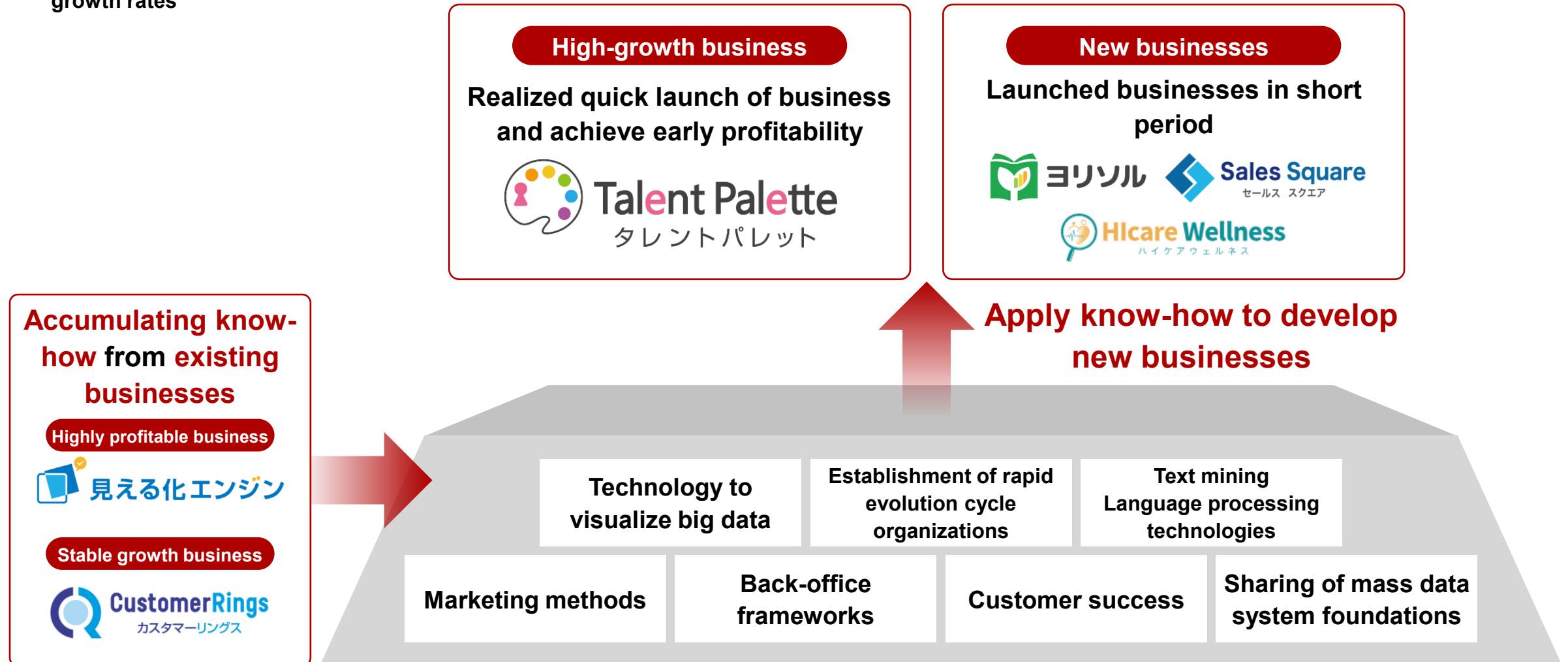
Based on consulting achievements with various leading companies, we have incorporated over 7,200 features as standard over approximately nine years, realizing high-value-added services



Competitive Advantages (4)

New Business Development Capabilities Based on SaaS Business Infrastructure

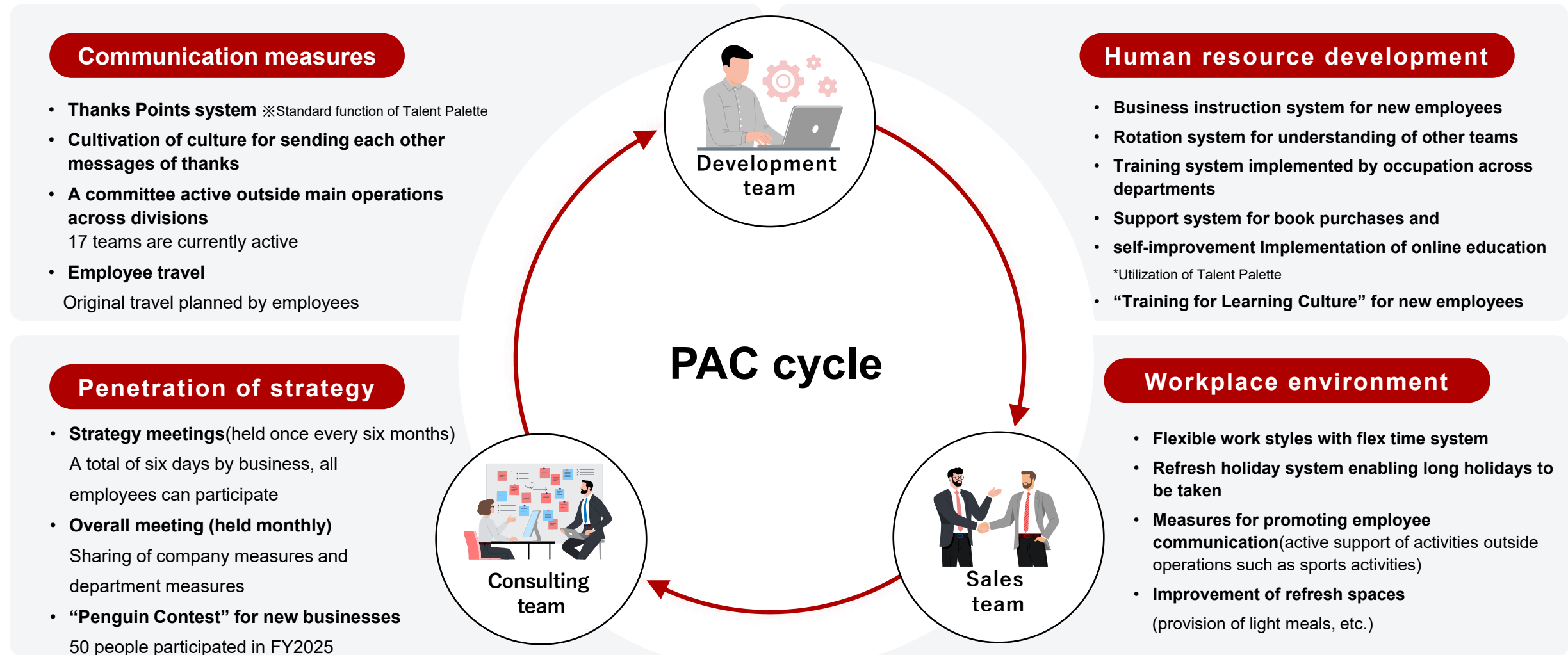
- Based on over a decade of SaaS business expertise, rapidly building new businesses with minimal investment through horizontal deployment of technology
- Simultaneously advancing existing high-profit, stable businesses and new high-growth businesses to continuously achieve high profit margins and high growth rates



HR Initiatives Supporting PAC's Organizational Strength



Strengthen human capital through HR initiatives to maintain and enhance organizational capabilities



HR Solutions business overview

HR Solutions Business Overview



A platform that enables HR digital transformation and scientific personnel management strategy through the analysis and utilization of HR data



Applying unique analytical capabilities incorporating marketing thinking to the HR field to realize scientific personnel strategy

Employee visualization function for optimal staffing and talent promotion

Recruitment functions such as streamlining hiring processes, preventing mismatches, and predicting employee performance

Learning promotion features such as employee performance analysis and e-learning

Learning promotion features such as analysis and prediction of employee turnover and motivation measurement

Text mining to facilitate incorporating employee feedback into management decisions

Intuitively visualizing the state of personnel and organization



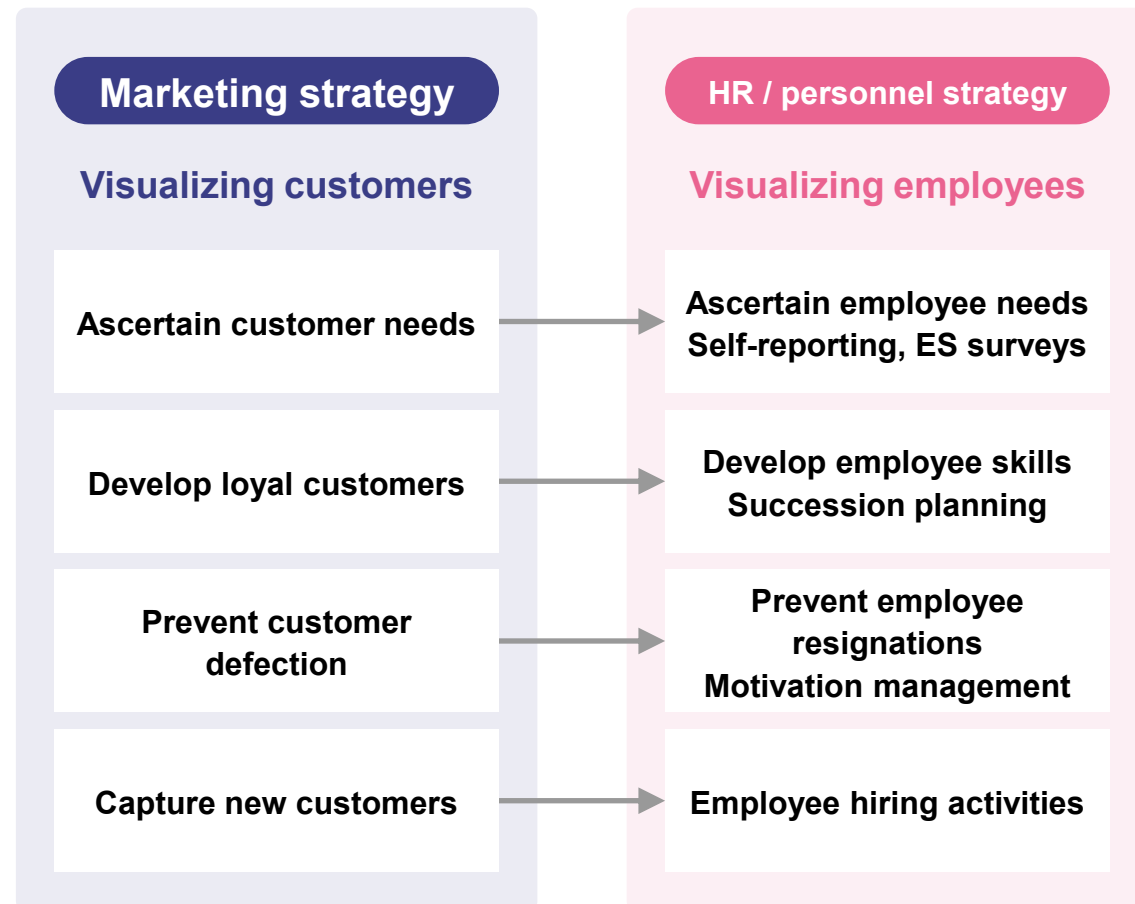
Characteristics of Talent Palette (1)

Applying Marketing Methods to the HR Sector

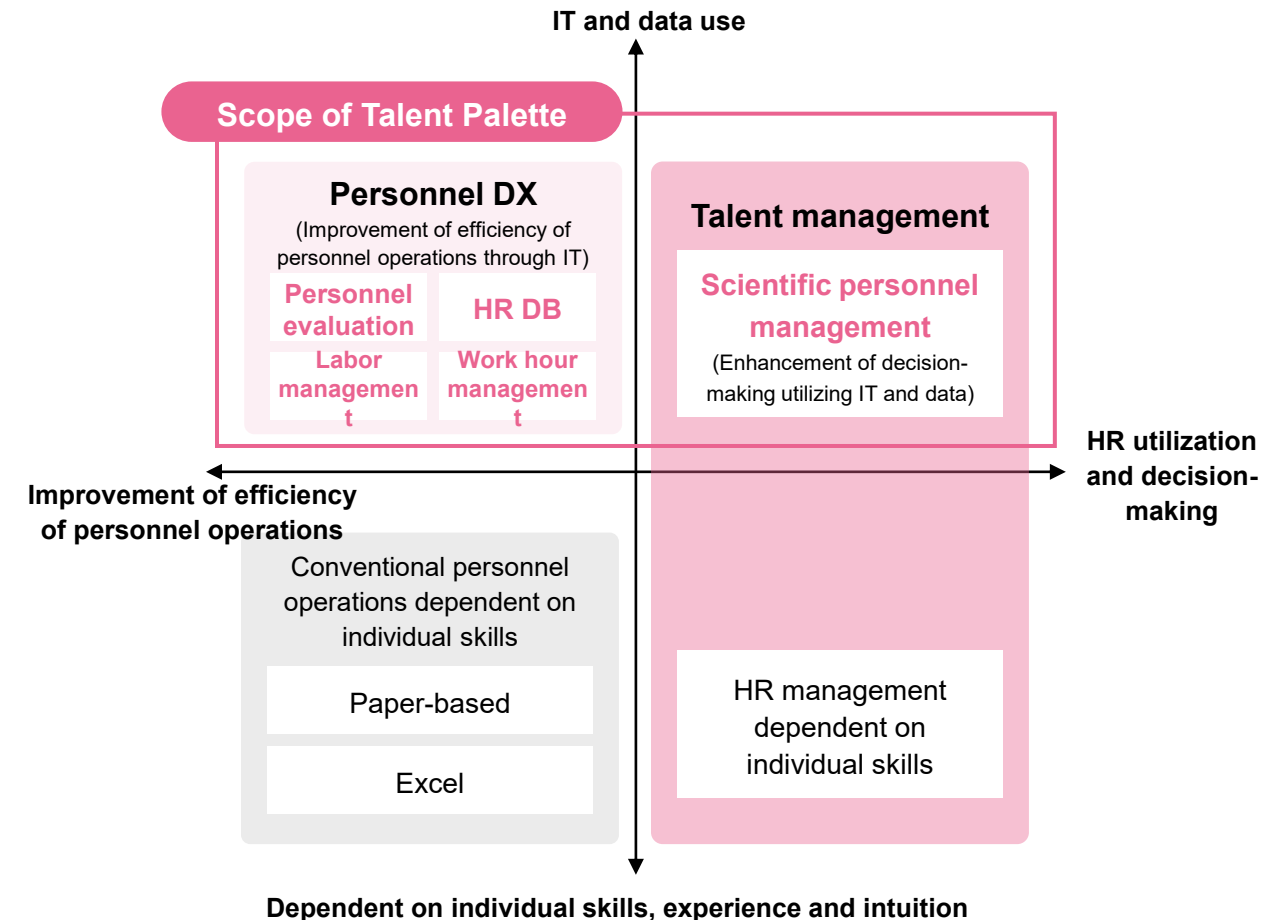


By applying our marketing methods to the HR sector for the first time in the industry, we not only increase efficiency in HR operations but also support the decision-making process

Application of marketing methods



Scope of support for Talent Palette in personnel operations



Characteristics of Talent Palette (2) All-In-One Service Provision



- From personnel DX to scientific personnel management, we provide all-in-one services tailored to the scale of our client companies
- We provide added value for enterprises by realizing data-driven scientific personnel management
- We support small and medium-sized enterprises in streamlining operations through tool integration and IT-driven personnel DX

Visualizing employees

Support for personnel decision-making

Scientific personnel management

Enhancement of decision-making utilizing IT and data

Hiring management

Similarity analysis of current employees and candidates, improvement of matching precision

Training management

Recommendation of optimal training according to skill status

Target management

MBO, OKR, evaluator diagnosis, organization mission analysis

Skill management

Skill improvement analysis, personnel portfolio management

Transfer simulation

Optimal assignment and organizational reform based on analysis of condition of organization after transfer

Position management

HR requirement management, analysis of matching conditions, succession

Personnel DX

Improvement of personnel operations using IT

Internal job posting

Pulse surveys

Prevention and analysis of rejection of informal offers

TPI aptitude testing

Safety confirmation

Swift and smooth implementation of safety confirmation in the event of a disaster

Stress checks

Support for stress checks that are mandated to be conducted once per year

Labor management

Various procedures when joining and leaving the company, My Number management and year-end adjustment

Health management

Central management of data on employee health status, lifestyle habit checks and health diagnosis

Personnel FAQ

Creation of knowledge on systems and procedures in the Personnel and General Affairs Division

Organization diagnosis

Recommendation of improvement measures by identifying organizational characteristics and issues based on surveys

Surveys

Visualization of employees' opinions through free question setting and text mining

Direct recruiting

Enabling direct scouting of students matching the company

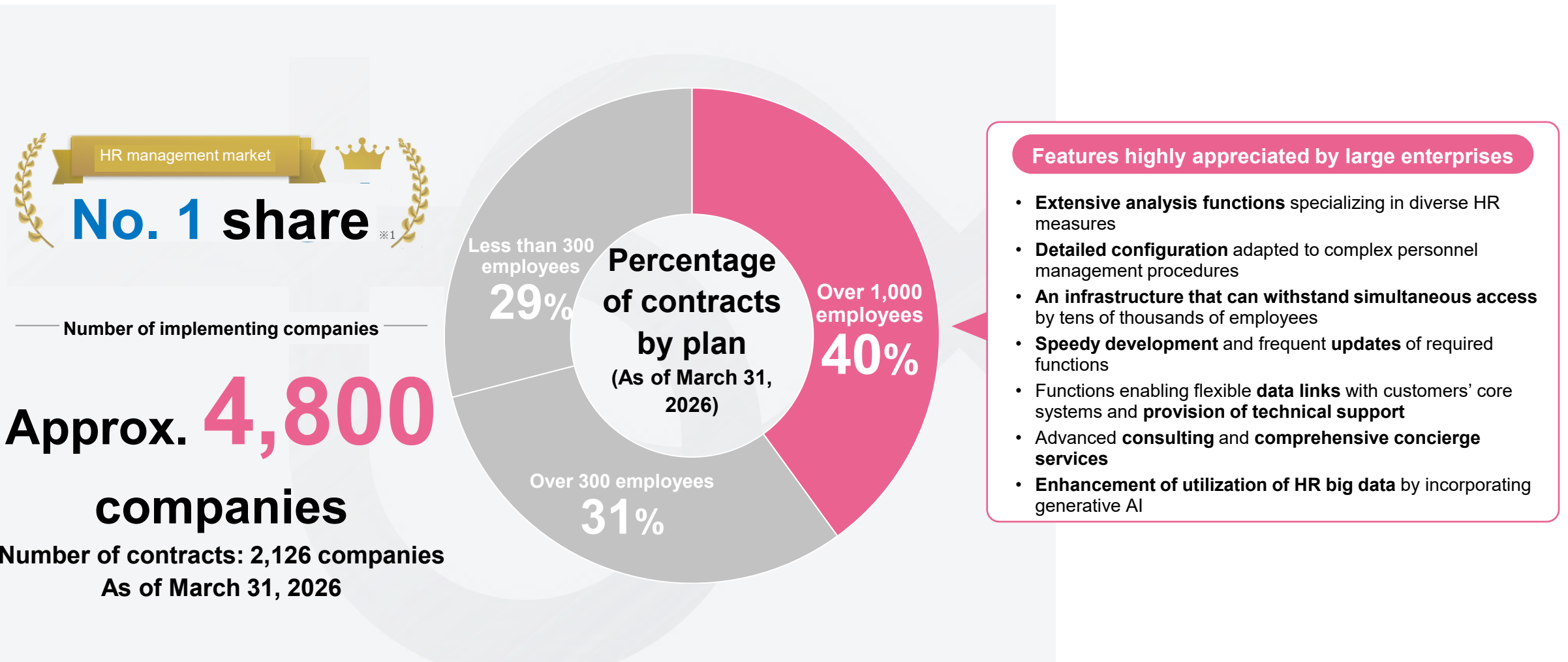
Thanks points

Increasing engagement through employees expressing gratitude to each other

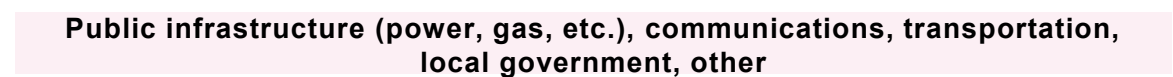
Characteristics of Talent Palette (3) Highly Regarded by Enterprises



- Number of corporate customers broke the 4,800 mark. The percentage of implementation in large enterprises with 1,000 or more employees (on a contract basis) is approximately 40%
- They highly value the granular features and advanced consulting services for enterprises



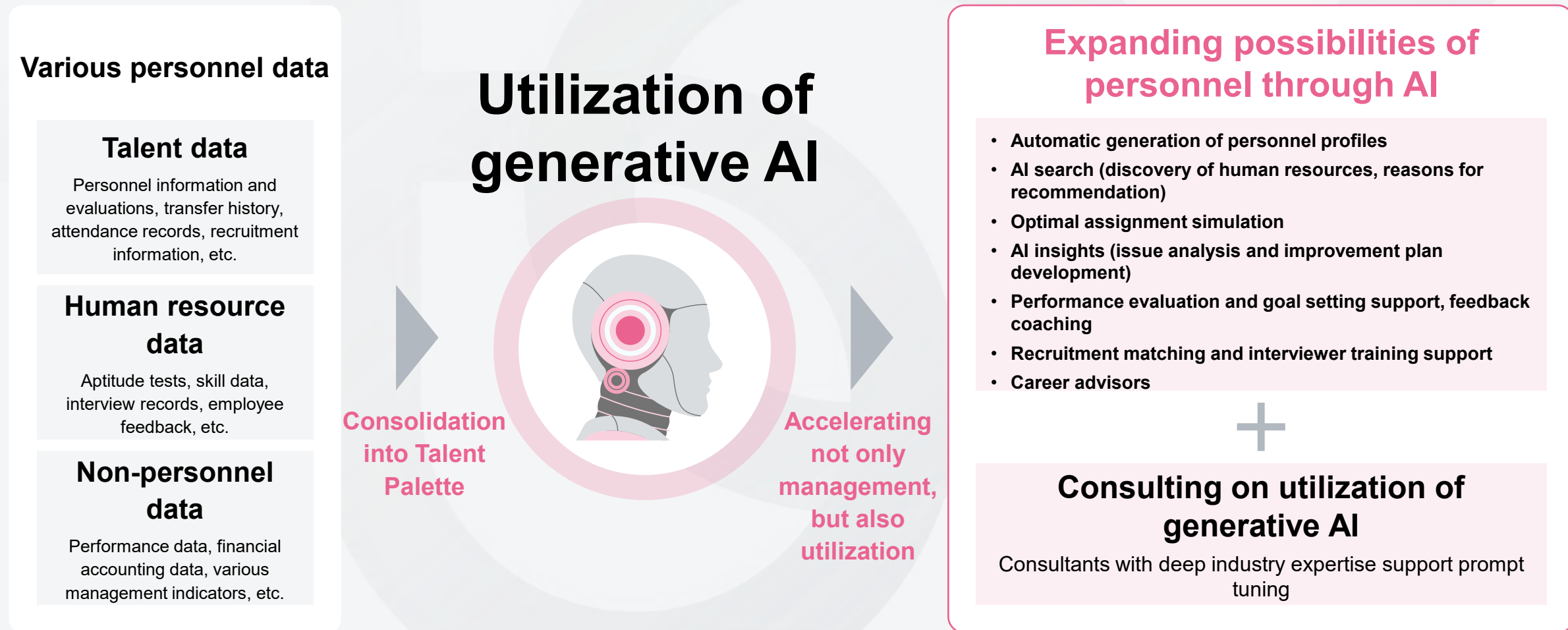
Manufacturers (lifestyle, parts, chemicals, pharmaceuticals, construction, other)



Future Evolution of Talent Palette



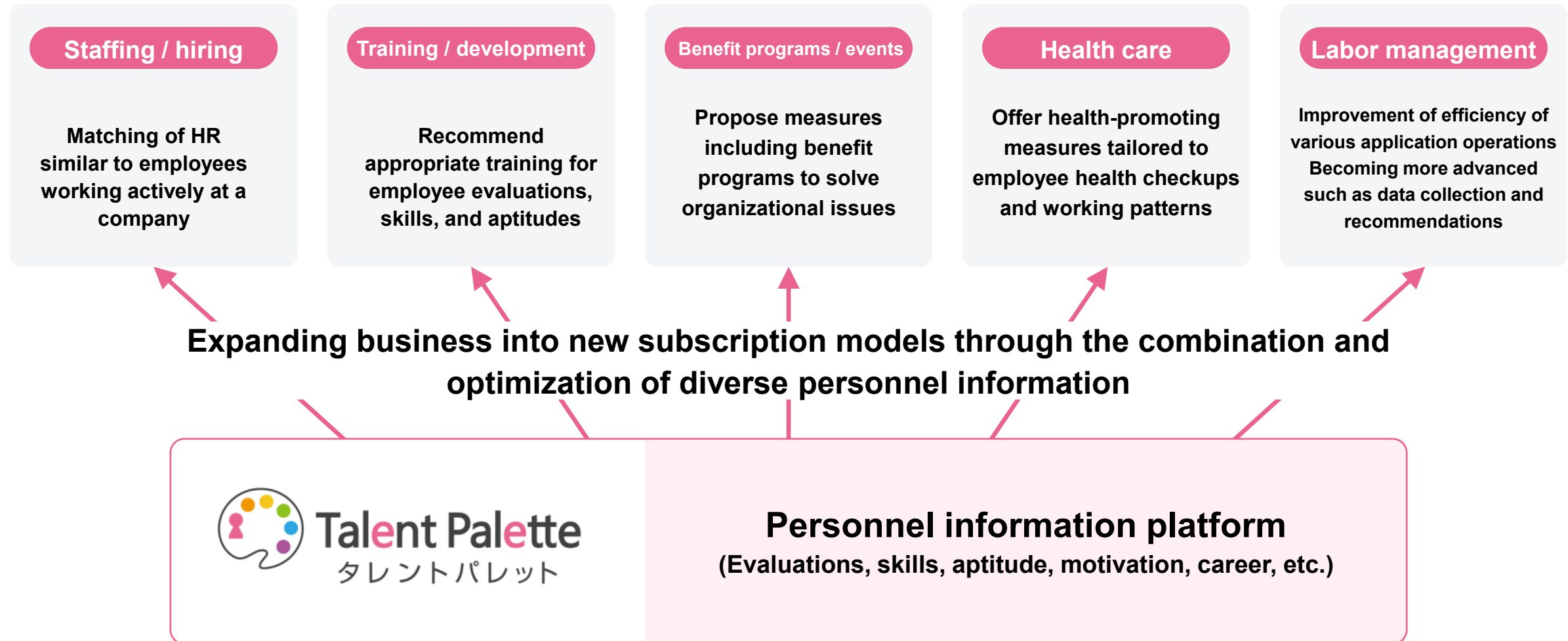
By leveraging generative AI in the personnel area, we will further promote data utilization and evolve “scientific personnel management” into a more accessible concept



Expansion of Talent Palette Business



- By utilizing accumulated HR data, we have built highly accurate services surrounding personnel. Seeking to prevent churn, increase ARPU, and acquire customers in new markets
- Promoting the expansion of business not only using PAC's know-how, but also by utilizing partnerships and capital alliances with partner companies



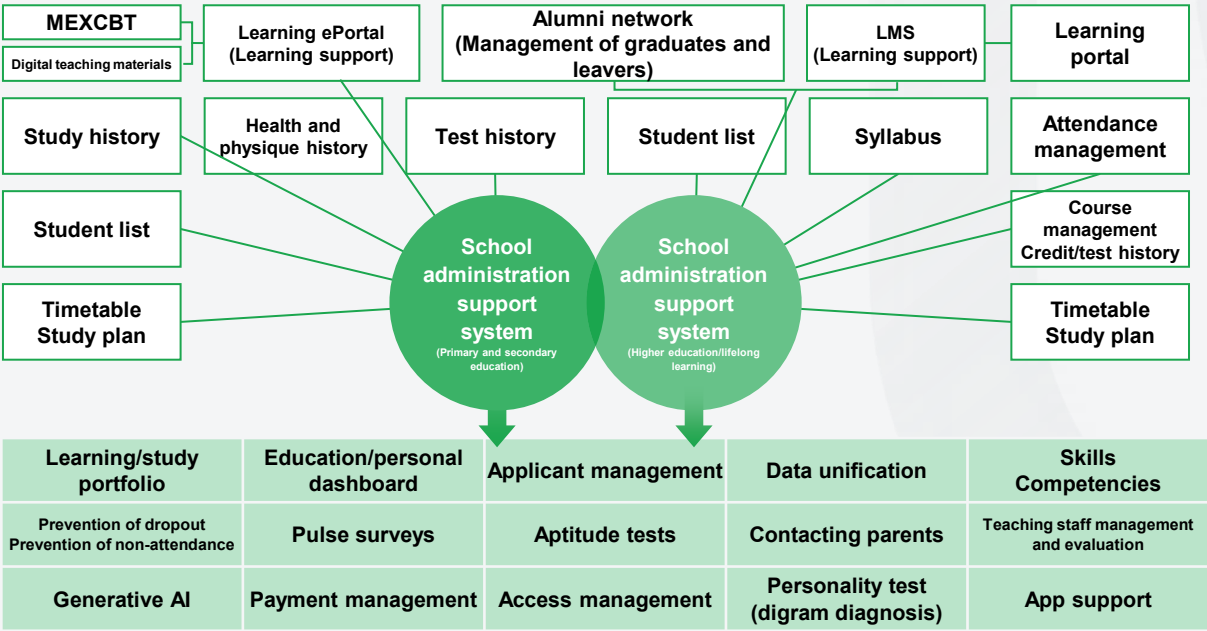
Service Overview of Yorisoar Service for Education Industry



Integrated school management system realizing educational DX and visualization of educational data



Promoting the utilization of educational data in teaching and school administration, as well as providing operational support through generative AI functions



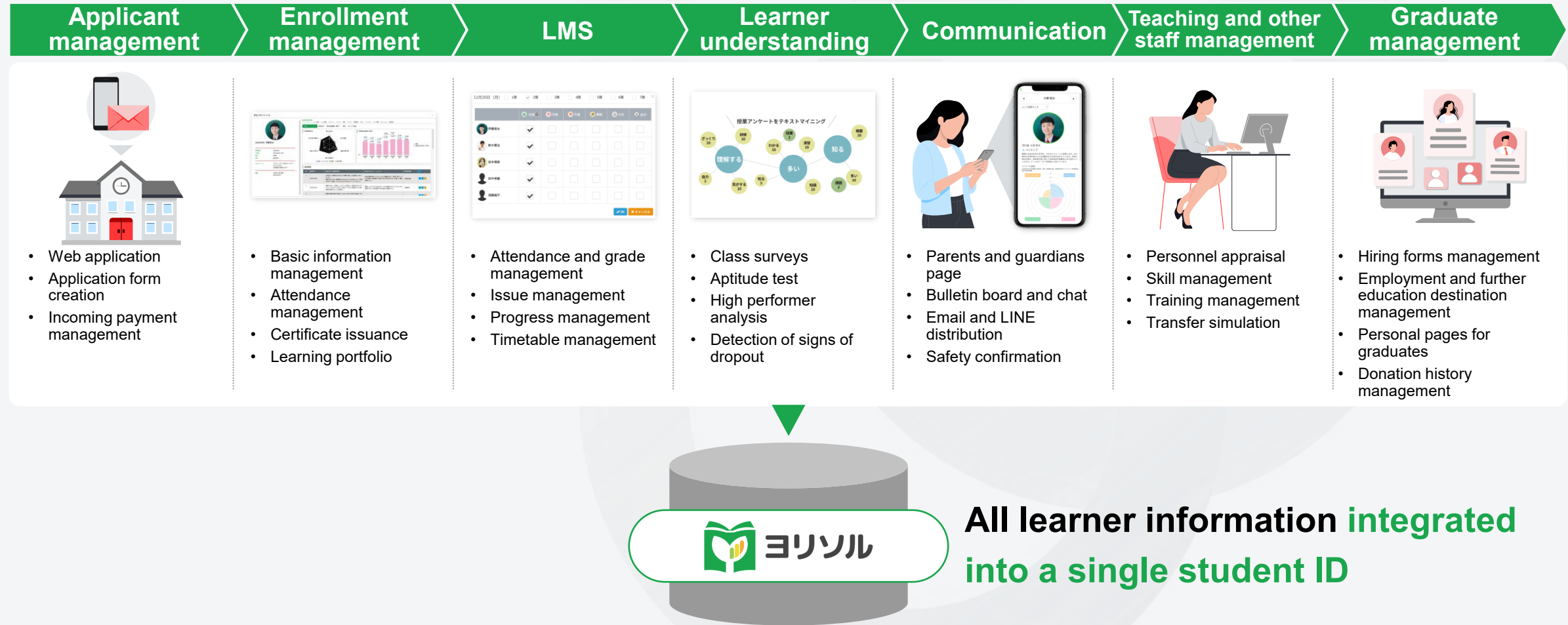
Centrally manage and visualize information on faculty, students, parents, and others



Service Overview of Yorisoar Service for Education Industry



Centralizing data from applicants to graduates. We achieve improvements in the quality of education by visualizing and utilizing individual learning as data



Organizations Implementing Yorisoar Service for Education Industry



In addition to universities, vocational schools, junior and senior high schools, elementary schools, kindergartens, and other school institutions, it is being introduced in a wide range of advanced educational institutions, including cram schools, prep schools, and adult (recurrent) education

Secondary education (Junior high schools and high schools)



ドルトン東京学園
中等部・高等部



学校法人 岩田学園
岩田中学校・高等学校



Hakodate La Salle 函館ラ・サール学園



学校法人 開校学院
日々輝学園高等学校



明光義塾高等学院



星槎名古屋中学校
みんなで歩こう! みんなで笑おう!

Higher education (Universities)



帝塚山学院大学



学校法人 鶴鳴学園
長崎女子短期大学



ノートルダム清心女子大学
NOTRE DAME SEISHIN UNIVERSITY



大阪産業大学



いのち・こころ・環境の未来を創造する大学
人間環境大学
UNIVERSITY OF HUMAN ENVIRONMENTS

自主創造
日本大学



千葉経済大学
CHIBA KEIZAI



千葉経済大学短期大学部
CHIBA KEIZAI

Cram schools and prep schools



デイグラム・ラボ
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類学舎

Higher education (Vocational schools, Japanese language schools)



学校法人 鈴木学園



学校法人 河原学園



学校法人 岩崎学園



学校法人 仙都学園
専門学校 東北動物看護学院



学校法人 今村学園
今村学園ライセンスアカデミー



学校法人 十全青翔学園
静岡医療科学専門大学校



日生日本語学園名古屋
NAGOYA NISSEI JAPANESE LANGUAGE SCHOOL



フォーラム情報アカデミー 専門学校



明日香日本語学校
Asuka Japanese language school



独立行政法人 国立病院機構
金沢医療センター附属金沢看護学校
Kanazawa Medical Center Kanazawa School of Nursing



学校法人 静岡医療学園
静岡医療学園専門学校
厚生労働大臣指定 静岡県認可の専門学校



介護と保育の
ooba
学校法人 大庭学園



東京衛生学園専門学校

Local governments (boards of education), recurrent

Kyoto Prefecture Board
of Education

Nara Prefecture Board of
Education

Toyonaka City Board of
Education

Takagi-mura Board of
Education

板橋区教育委員会

サムエル幼稚園



さやか星
小学校
SAYAKABOSHI
Elementary School

Implementation of Yorisoar Service for Education Industry in Boards of Education



- The introduction of the service is progressing within boards of education, enabling the realization of educational DX to achieve greater efficiency in school administration
- It can cater to a wide range of needs, including improving educational quality through visualization of student information such as early detection of student absenteeism

Kyoto Prefecture Board of Education

Purpose of implementation	Administrative support and service management for teachers and other staff at Kyoto Prefectural schools
----------------------------------	---

Number of personnel covered	Approx. 35,000
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Number of schools covered	Approx. 50
----------------------------------	------------

Nara Prefecture Board of Education

Purpose of implementation	Personnel evaluation system for teaching and other staff members at Nara Prefectural schools
----------------------------------	--

Number of personnel covered	Approx. 12,000 (teachers and other staff)
------------------------------------	---

Number of schools covered	Approx. 100
----------------------------------	-------------

Toyonaka City Board of Education(Osaka Prefecture)

Purpose of implementation	Education dashboard and detection of signs of dropout in Toyonaka municipal schools
----------------------------------	---

Number of personnel covered	Approx. 35,000
------------------------------------	----------------

Number of schools covered	Approx. 55
----------------------------------	------------

Takagi-mura Board of Education

Purpose of implementation	Education dashboard and detection of signs of dropout in Takagi Village, Nagano
----------------------------------	---

Number of personnel covered	Approx. 15,000
------------------------------------	----------------

Number of schools covered	Approx. 30
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New “Hicare Wellness” Service for the Medical and Nursing Care Sector

An industry-specific talent management system based on Talent Palette that centrally manages data for employees and patients/users in the nursing care and medical sector



Realizing improvement of operational efficiency and quality of care through employee training, shift management, and increased motivation

Data input
/import

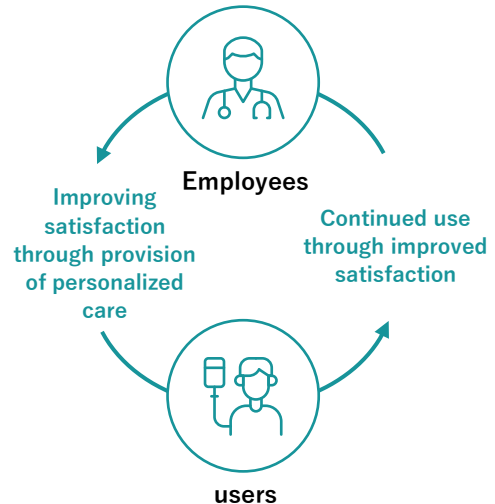


Employee data



User data

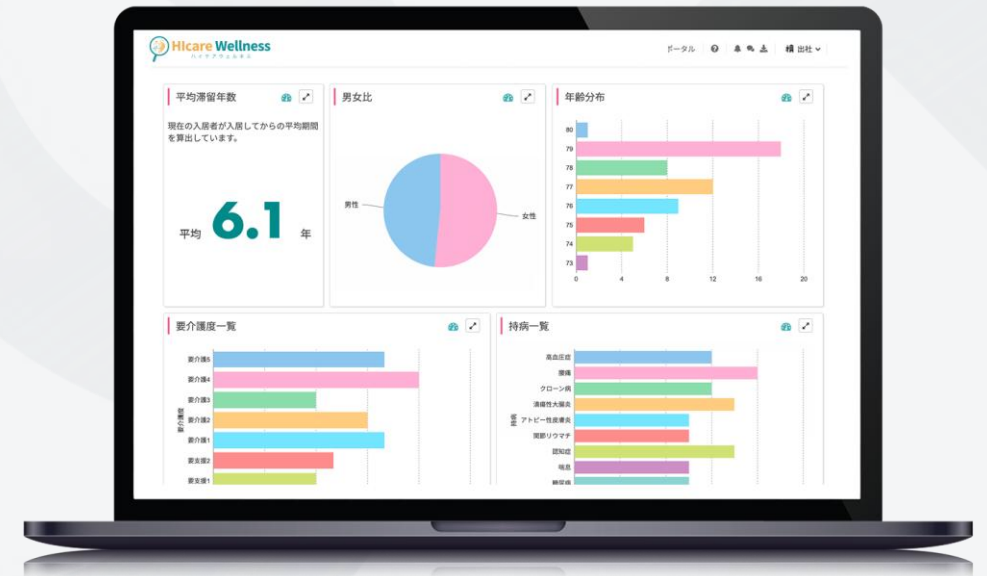
Visualization of nursing care and healthcare sites through the utilization of data



Improving efficiency of operations and concentrating on the care that should be focused on

Realization of personalized nursing care and healthcare

Visualization of nursing care and healthcare sites through the utilization of data

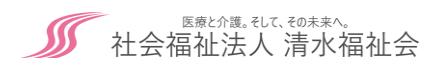
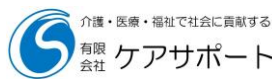


Companies Adopting the New “Hicare Wellness” Service for the Medical and Nursing Care Sector

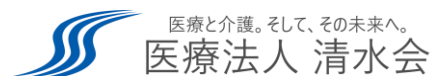


Realizing improvement of operational efficiency and quality of care through employee training, shift management, and increased motivation. Adoption is expanding across a wide range of organizations, including social welfare corporations, private hospitals, and university hospitals.

Nursing Care and Welfare



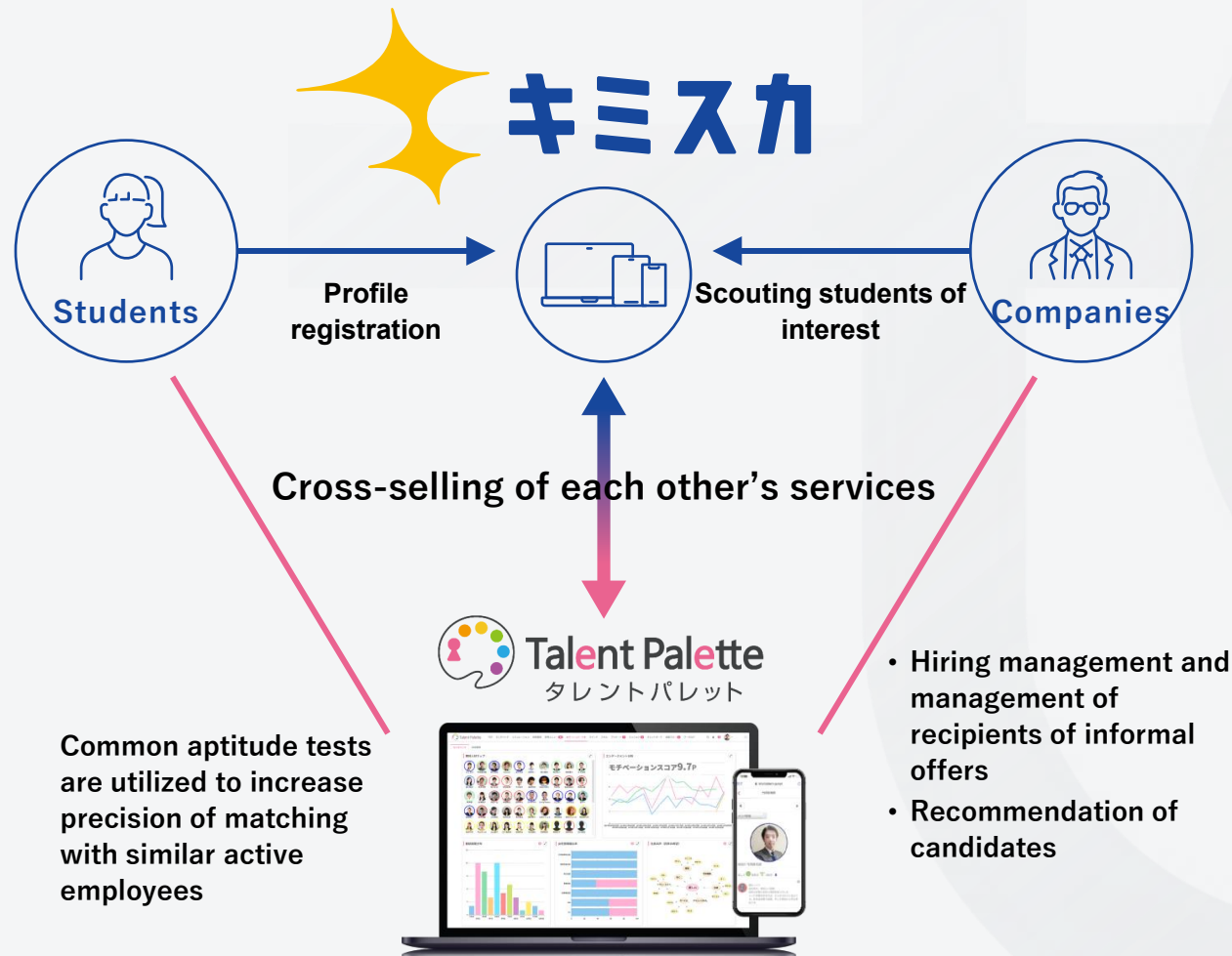
Hospital



Kimisuka Service for Direct Recruiting of New Graduates



- The acquisition of Grow Up, which operates the Kimisuka service for direct recruiting of new graduates marked our entry into the new graduate recruitment business
- Through the integration of Kimisuka and Talent Palette, we enable the recruitment of new graduates suited to each company while also promoting cross-selling



Benefits of combining Kimisuka and Talent Palette

1

Increase of added value through the enhancement of hiring operations

Linking of hiring management and analysis functions of Talent Palette with Kimisuka. Recommendation of candidates that match job specs

2

Promotion of cross selling of each other's services

Expansion of sales through cross selling of each other's services utilizing each other's customer base

3

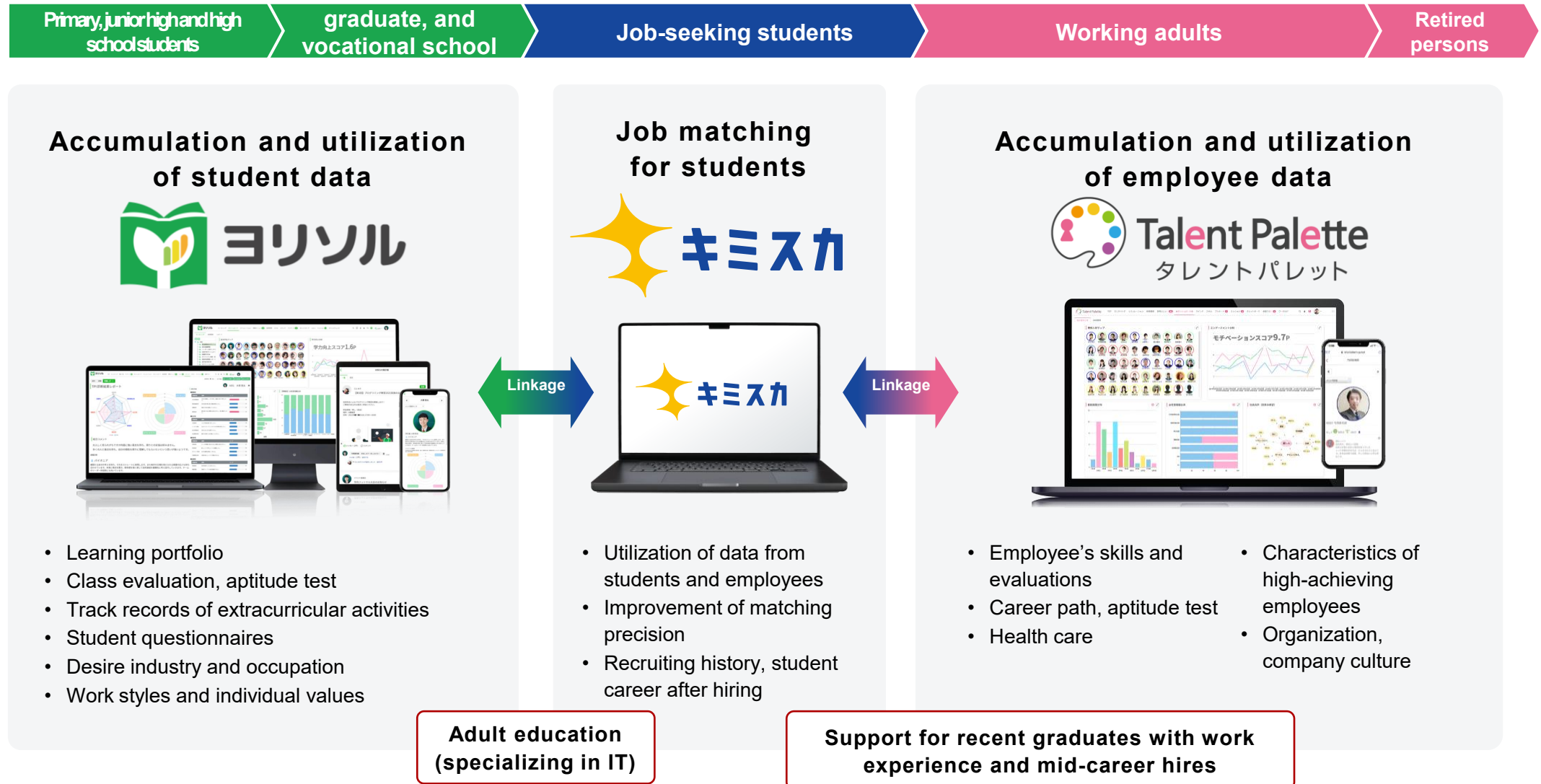
Sharing of knowhow on functional development and the hiring business

Functional development and sharing of knowhow for accelerating expansion in the hiring area through a high level of coordination of each other's services

Platform Concept with Coverage Spanning from Students to Working Professionals



We aim to build a platform that enables the continuous accumulation and utilization of data from students through working professionals and into retirement





Marketing Solutions business overview

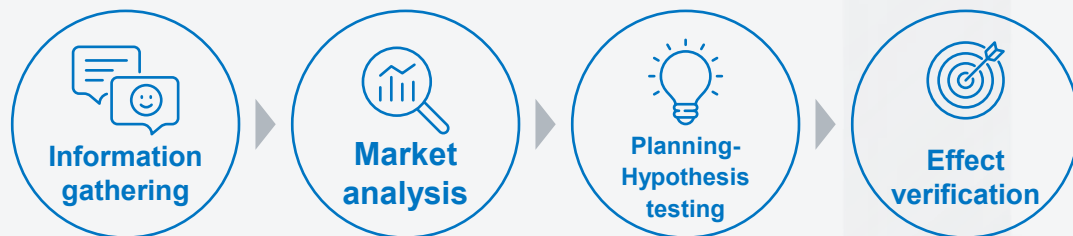
Characteristics of Visualization Engine



Instantly visualize customer feedback and purchase motivations. Platform for utilization of voices of customers with No. 1 share* used by over 1,800 companies



Japan's leading text mining technology combined with generative AI to visualize the voices and sentiments of customers and support CX improvement



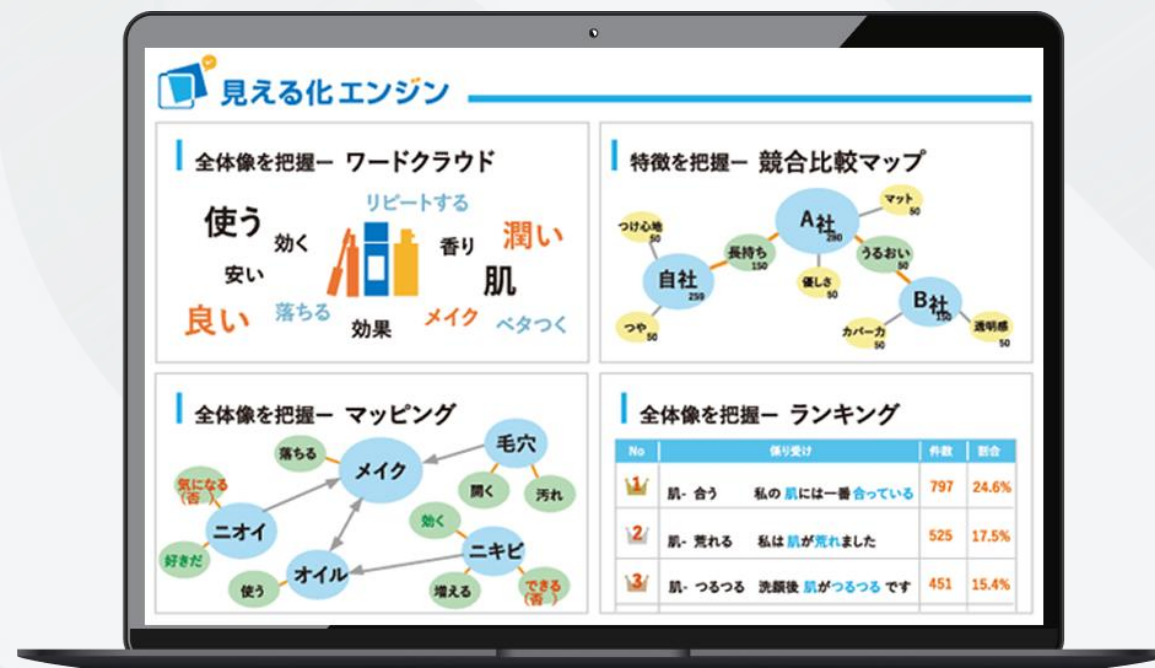
The latest UI/UX making it possible to intuitively overview and drill down into data

Proprietary natural language analysis technology supporting social media and posts by Gen Z

Analyzing diverse and vast customer feedback through text mining

Dashboard functionality provides one-stop support from analysis to systemization

Utilizing voices of customers in marketing through visualization via text mining



Companies that have introduced visualization engine※1



Achieved No.1 share of implementation for 14 years

Manufacturing



Finance / Bank



Retail distribution business



IT / Communication / EC



Infrastructure Communications finance



Pharmaceutical



Other Service



Note 1: Fuji Chimera Research Institute, Inc. "New Markets in the Software Business"

Note 2: Some of the companies' logos are shown here with permission. (In no particular order)

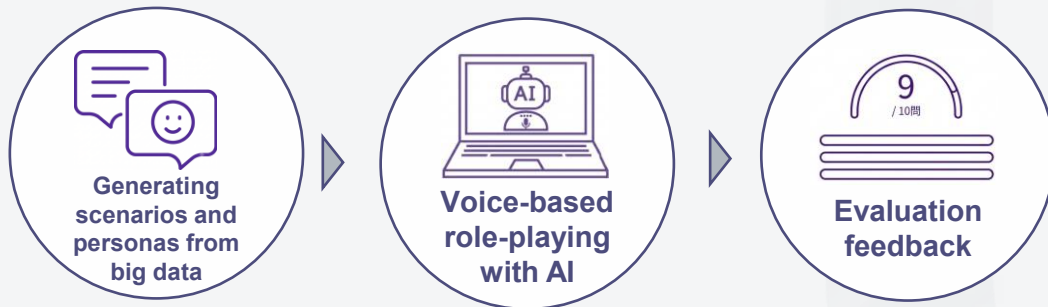
Overview of AI PlusTalk Service



A next-generation training solution that supports everything from practical role-playing with realistic AI personas to evaluation and feedback.



Combining AI and big data to improve the quality of conversations across a wide range of business settings.



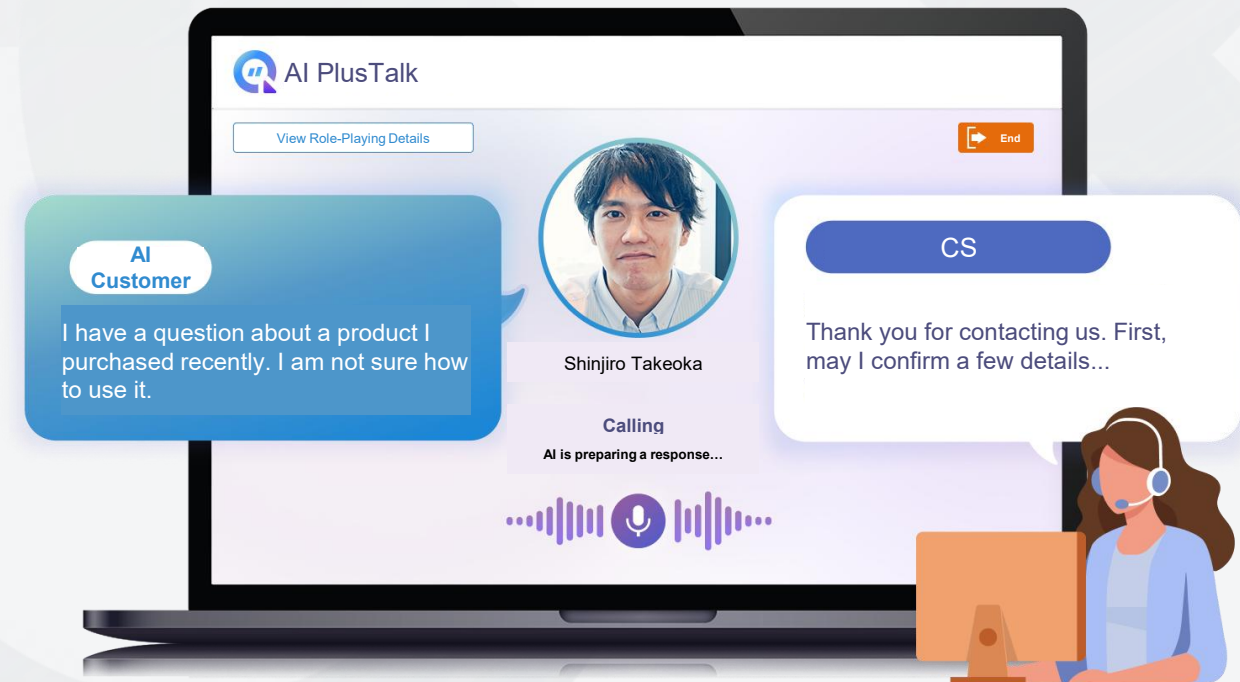
AI uses actual conversation histories and internal data to recreate realistic personas, such as customers, prospective clients, and job candidates

Through role-playing, AI instantly provides objective evaluations and specific advice for improvement

Naturally articulating insights and challenges in an environment with a high degree of psychological safety

Accumulating and utilizing organizational information assets through dialogue with AI

Supports employee development through AI role-playing based on internal data, including customer interaction practice, one-on-one meetings, and performance reviews.



Example of Usage of AI PlusTalk by Fuji Electric Co., Ltd.



- Creating a new training environment to enhance technical support expertise and practical questioning skills



Fuji Electric Co., Ltd.

User department: Customer Service Department

Usage methods

Realistic personas generated based on inquiry data accumulated at call centers handling a wide range of equipment supporting industrial and social infrastructure such as industrial inverters and railway door drive units. Through role-playing scenarios ranging from assessing equipment conditions to identifying root causes, the program aims to enhance operators' technical support expertise and advanced questioning skills.

Effect

- AI engages in realistic interactions as if it were an actual product user, establishing specialist knowledge and enhancing problem-solving capabilities
- Reduces evaluator subjectivity and training workloads while standardizing customer service quality
- Establishes a practical, highly reproducible training model at the initial adoption site and promotes its rollout to call center locations nationwide

About “AI PlusTalk”

A training system that efficiently enhances new employees' communication skills through roleplaying and evaluation using persona scenarios based on real data such as customer interaction histories, response manuals, surveys, and word of mouth.

Generating personas and scenarios from actual data



Enables practical practice with scenarios suited to various industries and conditions

Quantitative and qualitative feedback



Implementation of training with voice input

Accurately identify your own strengths and weaknesses through objective AI-based assessment

Reduction of education costs



Reduce the time and personnel costs of trainers to achieve efficient human resource development

Example of Usage of “AI PlusTalk” by NTT AD, Inc.



- We are expanding in a variety of scenes ranging from call centers and customer service to hiring interviews and one-on-one HR interviews.



NTT AD, Inc.

Number of employees: 257 (as of April 2025) / User department: RP Business Division

Usage methods

At the call center receiving consultations and inquiries regarding fiber optic line sales from sales staff of collaborating businesses we operate, we aim to improve the customer service skills of sales staff by creating personas representing potential fiber optic line consumers and using them as role-playing counterparts.

Effect

- Roleplaying response evaluations are automated, significantly reducing administrative workload
- Practice handling difficult situations that are challenging in actual sales environments
- We plan to utilize it in other departments going forward

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Reduce the time and personnel costs of trainers to **achieve efficient human resource development**

Characteristics of Customer Rings



A CRM/MA tool that automates communication with customers by integrating and analyzing customer information and purchase histories based on big data



Diverse analytical functions and rich outputs that provide tangible insights into each customer's behavior and preferences

A customer feeling marketing platform that enables “tangible” customer insights through big data analysis



An intuitive interface that does not hamper users' thinking

Approach via optimal channels and timing, such as email, social media, and web customer service

Supporting 1-to-1 marketing strategies such as CRM analysis and enhancement of initiatives

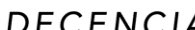
CRM consultants provide accompanying support for strategy and analysis



Companies that have introduced Customer Rings



Examples of implementation: Supporting digital marketing / CRM enhancement of more than 850 growing companies in total

Health foods	Cosmetics/ salon	Apparel		
         	           	      		
Food	Travel and tourism	Insurance and finance	Media and publishing	
   	 	  	  	
General mail order sales, other mail order sales	BtoB mail order sales	Member services	HR/ career	Contact
    	  	  	  	  

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