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To Our Shareholders and Investors



July 25, 2025

Company name:

Startia Holdings, Inc.

Name of representative:

Hideyuki Hongo, Director and President

(Code: 3393, TSE Prime Market)

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Notice Concerning Change in Business Segments

Startia Holdings, Inc. (the "Company") announces that at the meeting of its Board of Directors held today, it has decided to change its business segments, effective from the first quarter of the fiscal year ending March 31, 2026, as described below.

1. Overview and Reasons for the Change

The Company Group is reviewing its business segments with the aim of disclosing management information that accurately reflects its actual business activities.

Previously, the business efficiency solution business (including RPA [Robotic Process Automation] and iPaaS [Integration Platform as a Service]) developed by the consolidated subsidiary Startia Raise, Inc. was classified under the "IT Infrastructure-related Business" segment.

Meanwhile, the "Digital Marketing-related Business" developed by the consolidated subsidiary Cloud CIRCUS, Inc. is a business in the DX (Digital Transformation) domain, centered on marketing support.

As both businesses have a high affinity in that they support corporate business efficiency and digitalization, the Company has decided to integrate and reclassify them under the new name "DX Solution-related Business."

This change will more clearly reflect the business structure centered on DX promotion and enable the provision of management information that is more in line with the actual business conditions to investors and other stakeholders.

Please note that segment information for the first quarter of the previous fiscal year is presented based on the new segment classification.

2. New Segments

Segment Name	Business Description Main Group Companies
IT Infrastructure-related Business	<p>Business Description : Provides total support for office IT infrastructure, including the sale, installation, and maintenance of OA equipment such as MFPs (multi-function peripherals) and business phones, as well as the construction of IT infrastructure utilizing networks and the cloud, and the provision of security measures. Also acts as an agent for ISP and telephone line subscriptions, and provides environmental equipment such as retail electricity and LED lighting.</p> <p>Main Group Companies : Startia, Inc., BC-Media, Inc., NOS, Inc., Startia Lead, Inc., Business Service, Inc., FUJIFILM BI Nara Corp.</p>
DX Solution-related Business	<p>Business Description : In addition to the integrated SaaS tool "Cloud CIRCUS," which streamlines marketing and sales activities, this segment provides the business automation tool (RPA) "RoboTANGO" for automating back-office tasks such as general affairs and accounting, and the tool (iPaaS) "JENKA" for linking cloud services, thereby supporting overall operational efficiency and productivity improvement.</p> <p>Main Group Companies : Cloud CIRCUS, Inc., Startia Raise, Inc., kubell-storage, Inc.</p>
CVC-related Business	<p>Business Description : Invests in IT venture companies and supports their growth by leveraging the Company Group's management resources, such as its customer base and IT solution capabilities.</p> <p>Main Group Companies : Startia Holdings, Inc, Startia Asia Pte. Ltd.</p>

3. Old Segments

Segment Name	Business Description Main Group Companies
IT Infrastructure-related Business	<p>Business Description : Provides total support for office IT infrastructure. This includes the sale, installation, and maintenance of OA equipment such as MFPs and business phones, IT infrastructure construction using networks and the cloud, and security measures. In addition to providing environmental equipment such as retail electricity and LED lighting, it also supports the automation and efficiency of back-office operations.</p> <p>Main Group Companies : Startia, Inc., Startia Raise, Inc., BC-Media, Inc., NOS, Inc., Startia Lead, Inc., Business Service, Inc., FUJIFILM BI Nara Corp.,kubell-storage, Inc.</p>
Digital Marketing-related Business	<p>Business Description : Provides the integrated digital marketing SaaS tool "Cloud CIRCUS" to support customer acquisition and sales expansion that were not possible with conventional sales activities and marketing measures.</p> <p>Main Group Companies : Cloud CIRCUS, Inc.</p>
CVC-related Business	<p>Business Description : Invests in IT venture companies and supports their growth by leveraging the Company Group's management resources, such as its customer base and IT solution capabilities.</p> <p>Main Group Companies : Startia Holdings, Inc, Startia Asia Pte. Ltd.</p>