

Q3 FY2025, ending March 31 Supplementary Materials for Financial Results

- Medium-Term Management Plan "NEXT 'S 2025" Final Year -
Startiaholdings Co., Ltd.

TSE Prime

3393

Note: This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.



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- (2) Company Profile

1. Q3 FY2025, ending March 31 Consolidated Financial Results



1. Q3 FY2025, ending March 31 Consolidated Financial Results

(1) Group Consolidated

Q3 FY 2025 Consolidated PL Summary (Year-on-year Comparison)

In Net sales, both IT infrastructure segment and Digital Marketing increased year on year.

Net sales posted record earnings in Q3 to date!

Net income also increased due to a decrease in taxable income resulting from the reversal of stock benefit Provisions in Q2.

(Unit: Million Yen)	Q3 FY2024	Q3 FY2025	Change	YoY
Sales	14,423	16,179	+1,755	+12.2%
Gross profit	6,735	7,196	+461	+6.9%
Operating profit	1,643	1,902	+258	+15.7%
Ordinary profit	1,624	1,956	+332	+20.5%
Quarterly Net Income to Parent Shareholders	1,039	1,405	+366	+35.3%
EBITDA	1,954	2,270	+316	+16.2%

Q3 FY 2025 Consolidated PL Summary (Comparison with Plan)

The full-year forecast was revised upward in Q2. Steady progress is being made towards achieving the full-year plan.

(Units: Million Yen)	Q3 FY2025 Actual	Revised Full-Year Plan as of 11/8	Progress Rate of Revised Full-Year Plan as of 11/8
Sales	16,179	21,450	75.4%
Operating profit	1,902	2,620	72.6%
Ordinary profit	1,956	2,630	74.4%
Quarterly Net Income to Parent Shareholders	1,405	1,800	78.1%

Trends in Net sales and operating profit

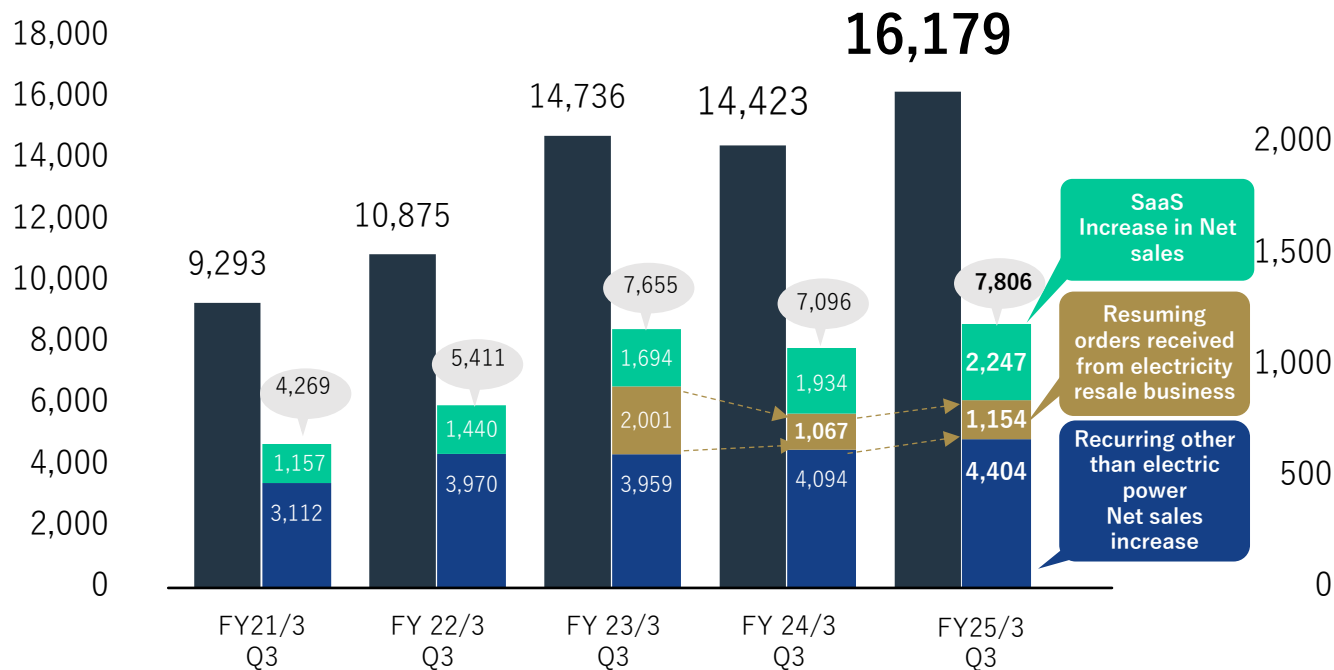
In Q3, both sales and profit reached record highs!

Recurring revenue increased steadily in both IT infrastructure segment and Digital M.

Q3 Net sales

(Unit: 1 million yen)

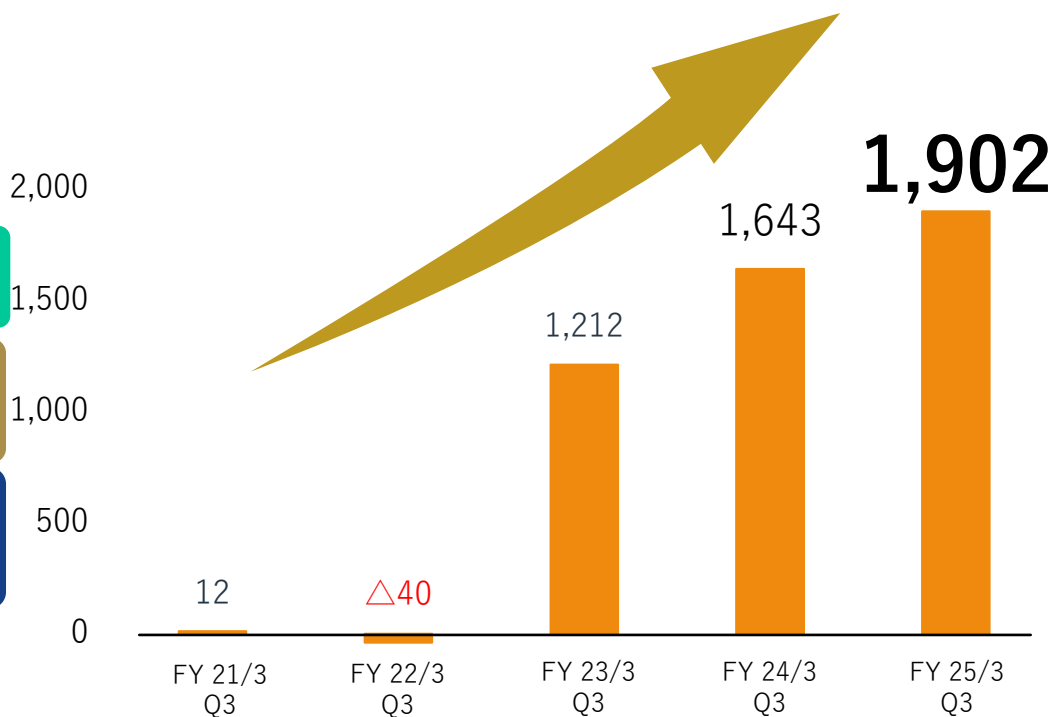
- Consolidated Net sales
- Digital M Business Recurring revenue
- IT infrastructure segment Electric Power Recurring revenue
- IT infrastructure segment Recurring revenue (excluding electricity)



(Fiscal Year for Mid-Term Plan)

Q3 operating profit

(Unit: 1 million yen)



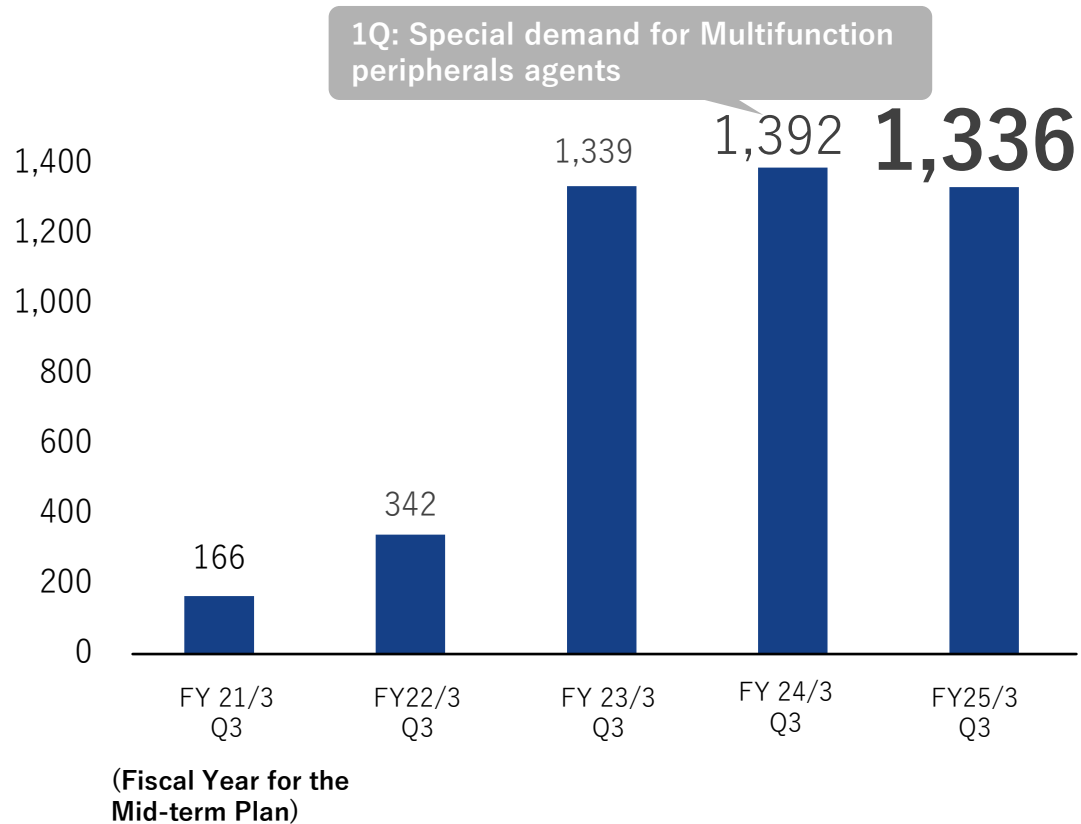
(Fiscal Year for Mid-Term Plan)

Segment Profit Trend

IT infrastructure segment: Increase to the previous fiscal year's profit base while covering the increase in Personnel expenses.
Digital M: We are making steady progress toward profit growth by building up SaaS.

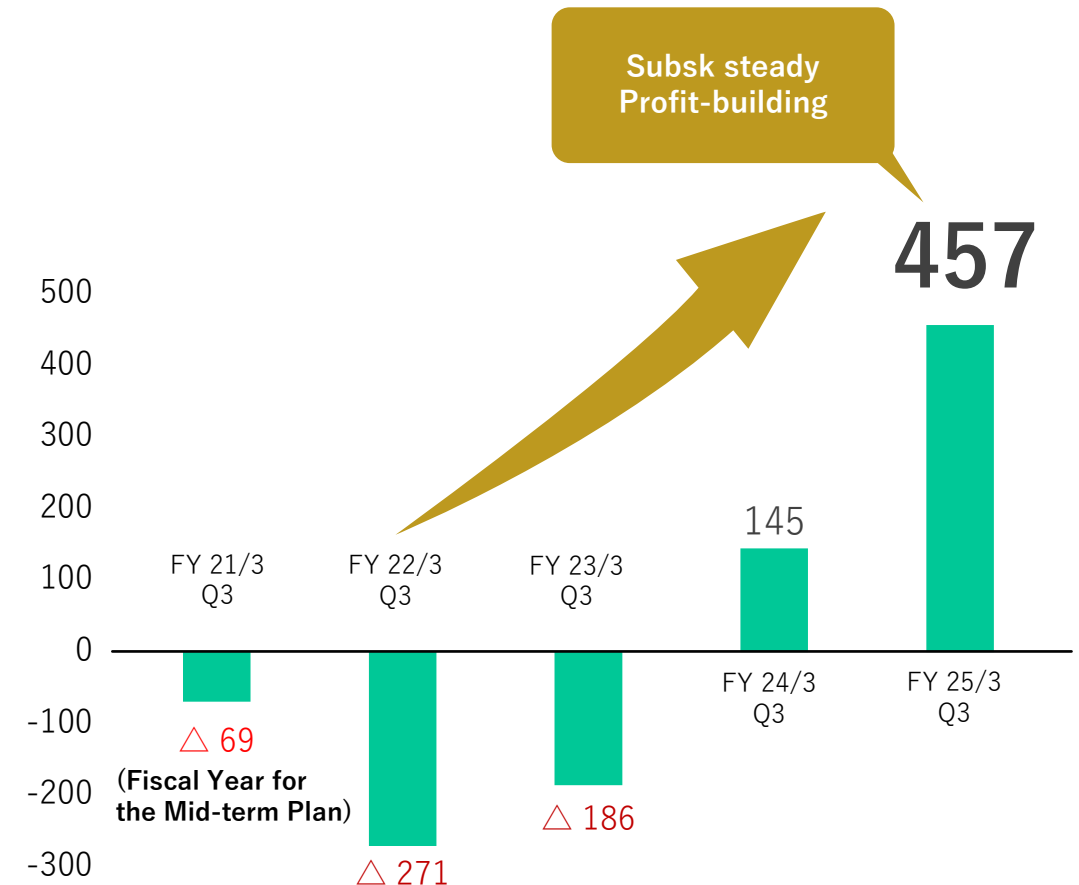
Q3 IT infrastructure segment Segment Profit Trend

(Unit: 1 million yen)



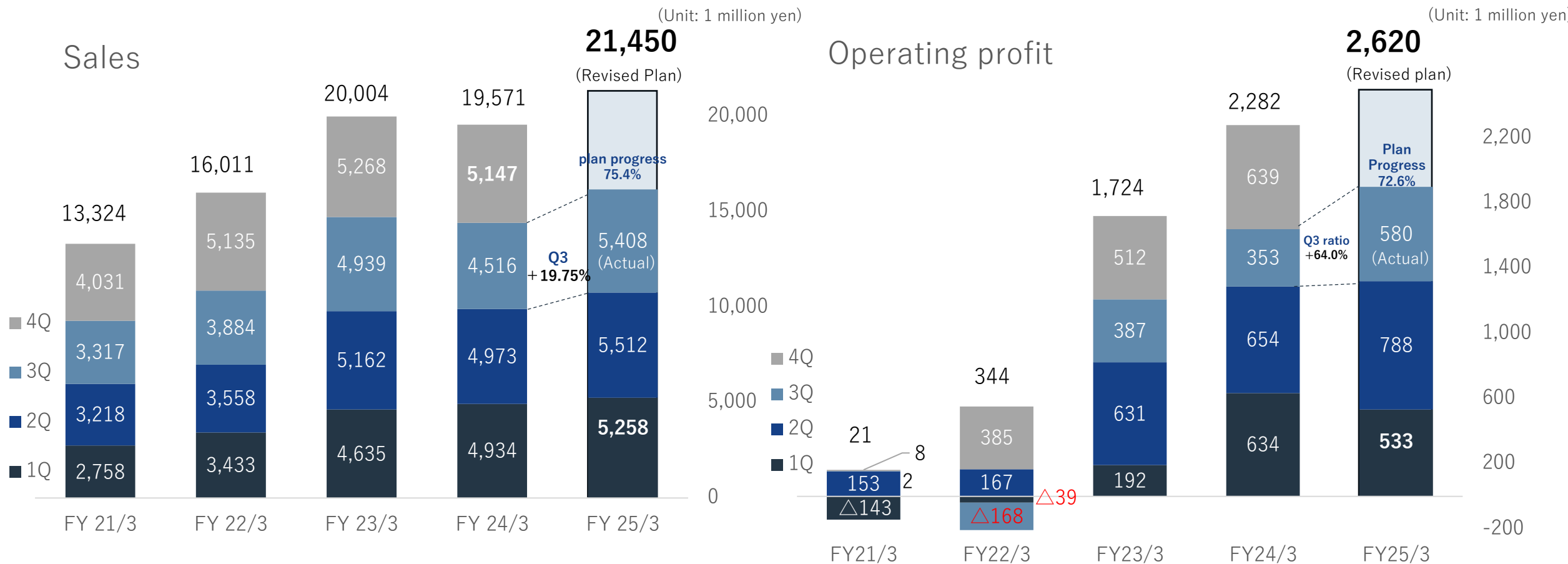
Q3 Digital M segment Profit Trend

(Unit: 1 million yen)



Quarterly Results

Record high in both sales and profit on a quarterly basis!
Significant year-on-year increase in profit of Digital M contributed to increase in overall profit.



(Mid-term Plan Announcement Year)

(Mid-term Plan Announcement Year)

Q3 FY2025, ending March 31 BS Summary

(Unit: Million Yen)	End of Mar 2024	End of Dec 2024	Change
Current Assets	11,560	9,596	△1,963
Cash and Deposits	7,366	5,630	△1,736
Non-Current Assets	3,129	2,863	△266
Tangible Fixed Assets	232	239	+7
Intangible Fixed Assets	1,470	1,358	△112
Software	1,001	943	△57
Investments and Other Assets	1,426	1,265	△161
Total Assets	14,689	12,460	△2,229
Current Liabilities	6,135	4,365	△1,770
Borrowings	2,436	1,674	△762
Non-Current Liabilities	1,735	884	△851
Long-Term Borrowings	1,715	875	△840
Total Liabilities	7,871	5,249	△2,621
Total Net Assets	6,818	7,210	+391
Total Liabilities and Net Assets	14,689	12,460	△2,229

Cash and deposits :△1,736
 Notes and accounts receivable - trade :+120
 Inventory :△7
 Others (Current assets) :△336

Goodwill :△54
 Software :△57

Account payable :△105
 Call money :△600
 Long-term loans payable :△162
 Arrears :△300
 Income taxes payable :△295
 Stock Benefit Provisions :△140



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1. Q3 FY2025, ending March 31 Consolidated Financial Results

(2) IT infrastructure segment

IT infrastructure segment Segment Information

Sales : non-recurring revenue continued to see strong replacements for network equipment equipment and business phones, driven by continued demand for enhanced security.

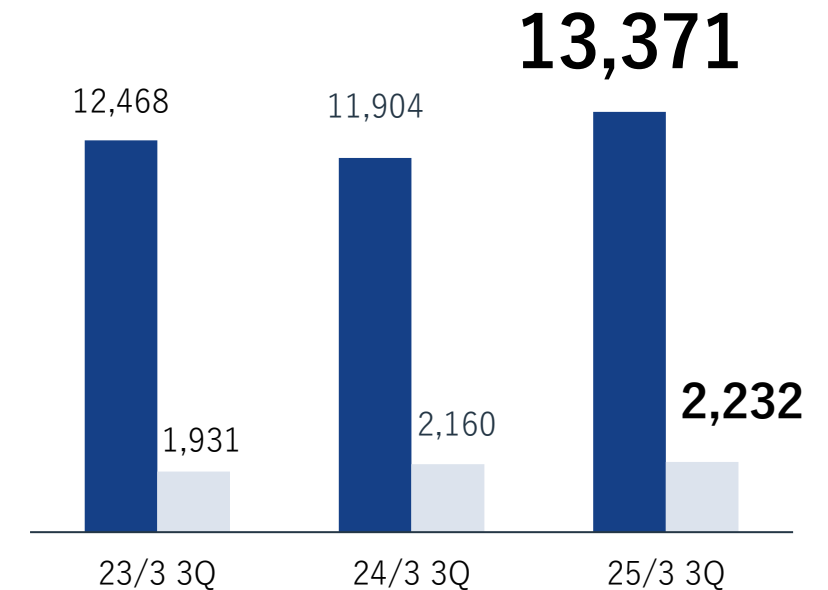
Segment profit : Orders for Hikari Collaboration and electricity resale business increased in Recurring revenue.
: Increase in Personnel expenses due to hiring expenses and salary increase is within the planned scope.

(Unit: Million Yen)	Q3 FY2024	Q3 FY2025	Change	YoY
Net Sales	11,904	13,371	+1,466	+12.3%
one-time revenue	6,743	7,812	+1,069	+15.9%
Recurring revenue	5,161	5,558	+397	+7.7%
(Recurring revenue excluding power)	4,094	4,404	+310	+7.6%
Segment profit	1,392	1,336	△55	△4.0%
Head office expenses	767	895	+127	+16.7%
Segment Profit Before HQ Expense Allocation	2,160	2,232	+72	+3.3%
EBITDA	1,495	1,442	△53	△3.5%

Performance comparison

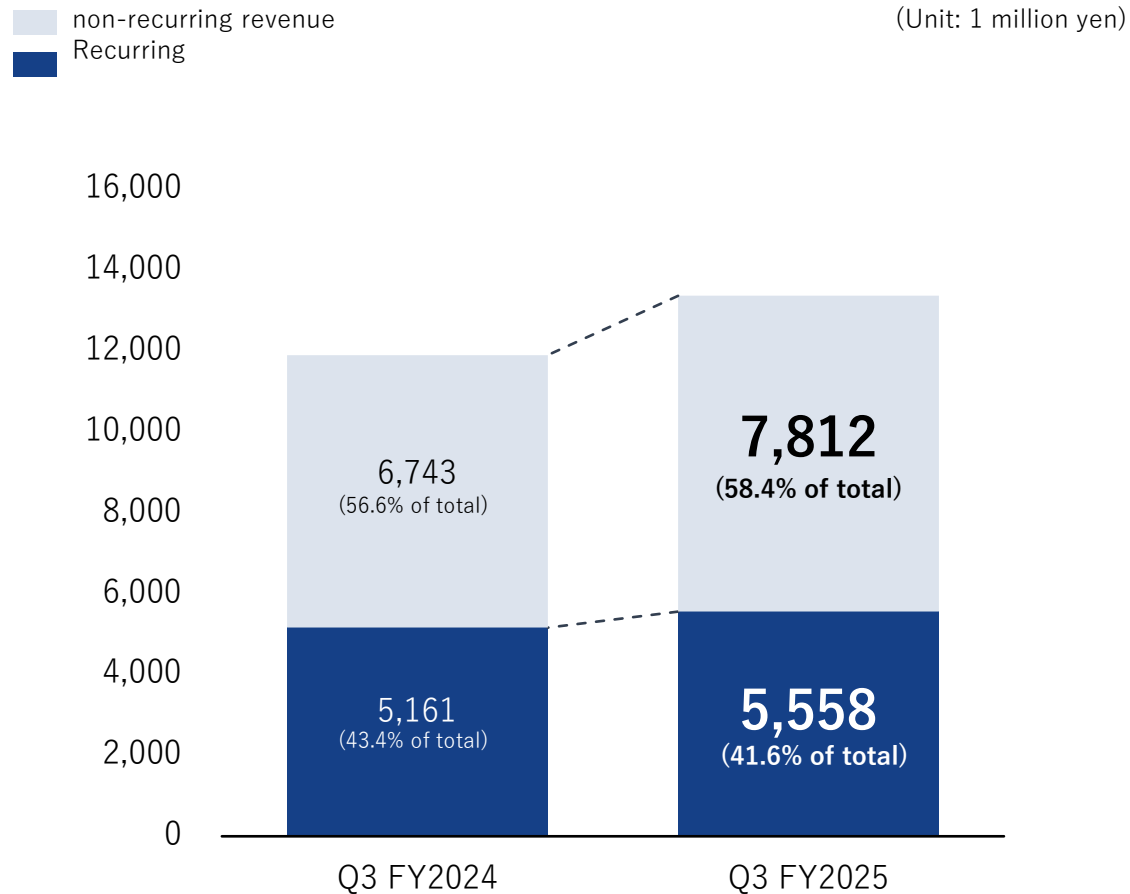
(Unit: 1 million yen)

■ Sales
■ Segment Profit Before HQ Expense Allocation
■ Segment profit

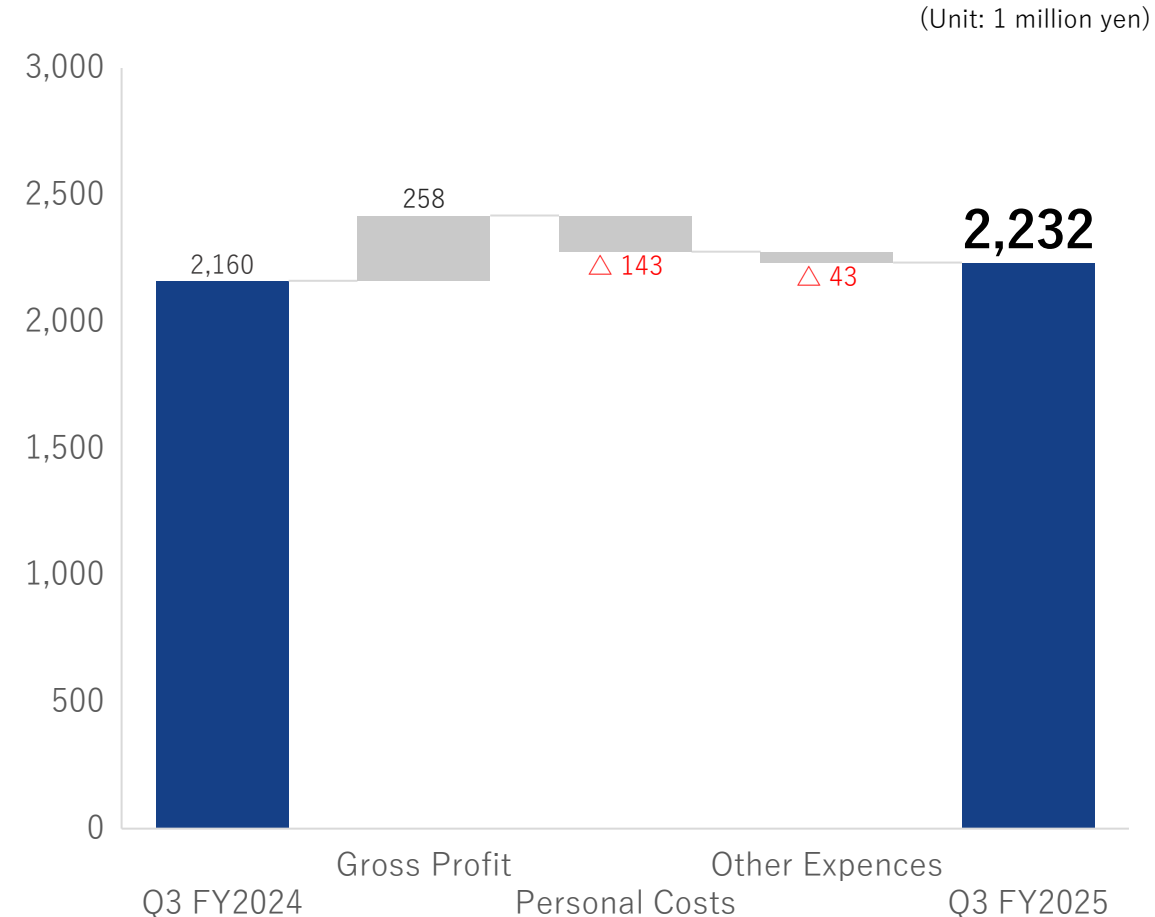


IT infrastructure segment Year-on-year Comparison

Q3 Net sales Structure



Q3 Segment profit change

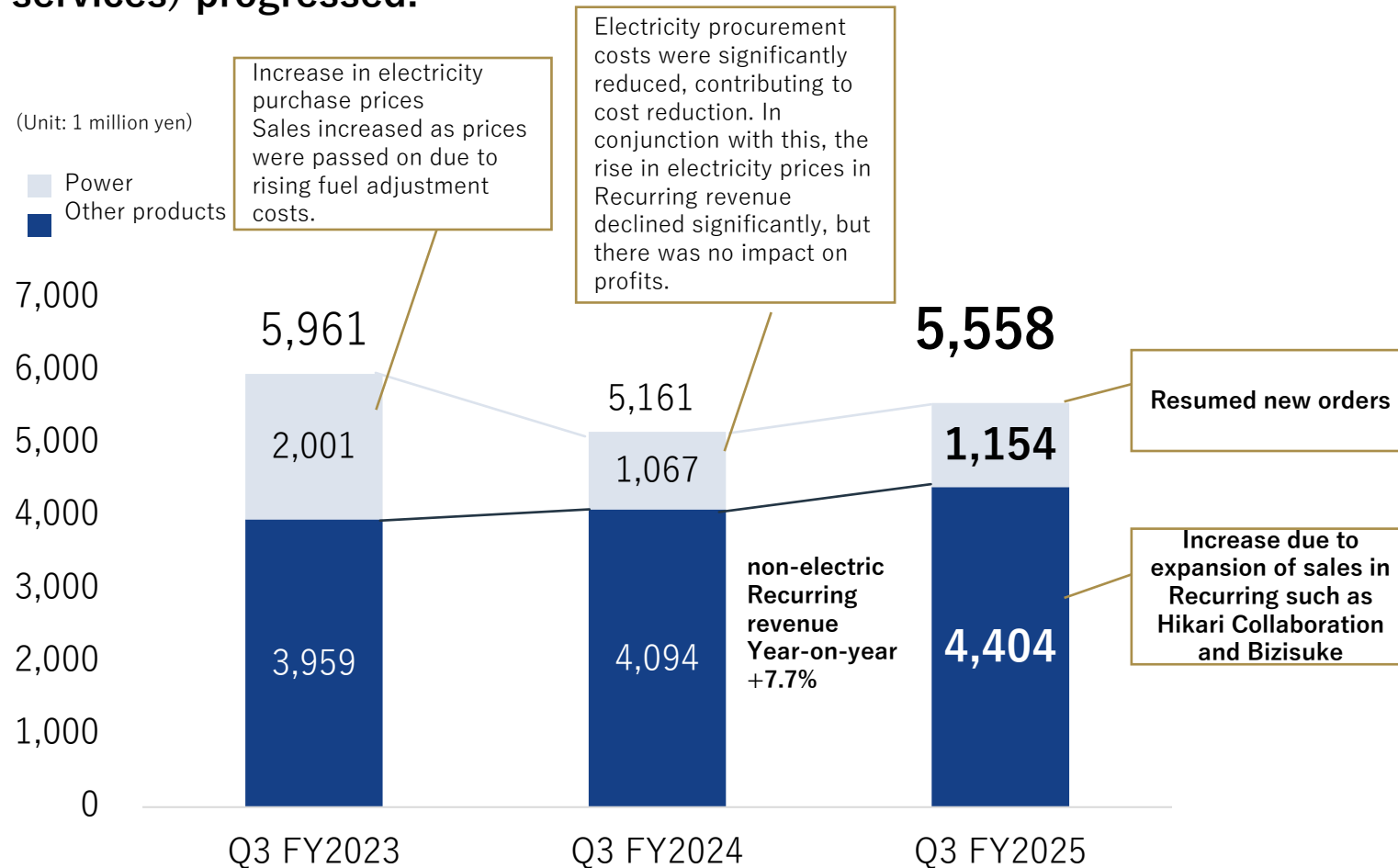


*Segment profit in the graph is Segment Profit Before HQ Expense Allocation

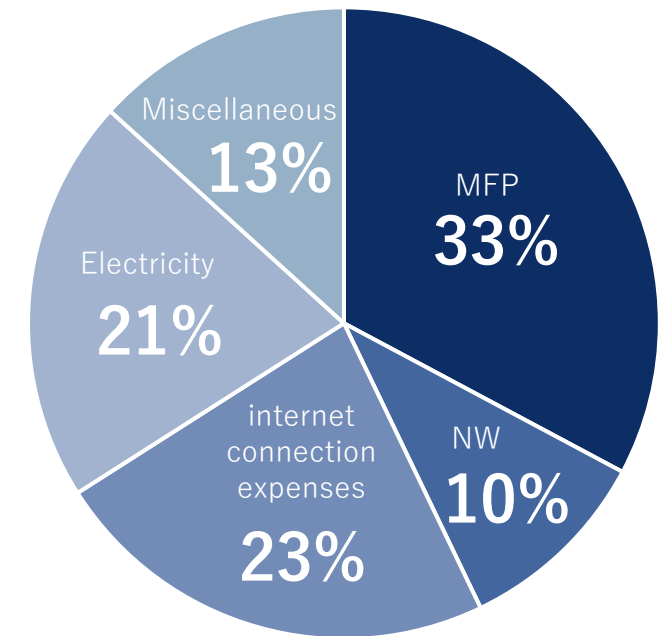
*(-) Decrease in SG & A expenses: Increase in expenses and decrease in profit; Positive: Decrease in expenses and increase in profit

Recurring revenue IT infrastructure segment High

Sales in electricity resale business continued to increase as sales of Recurring products such as Hikari Collaboration (Hikari internet connection expenses) and Visa Support Services (cost reduction and support services) progressed.



Ratio of infrastructure business to total assets (%) Recurring revenue

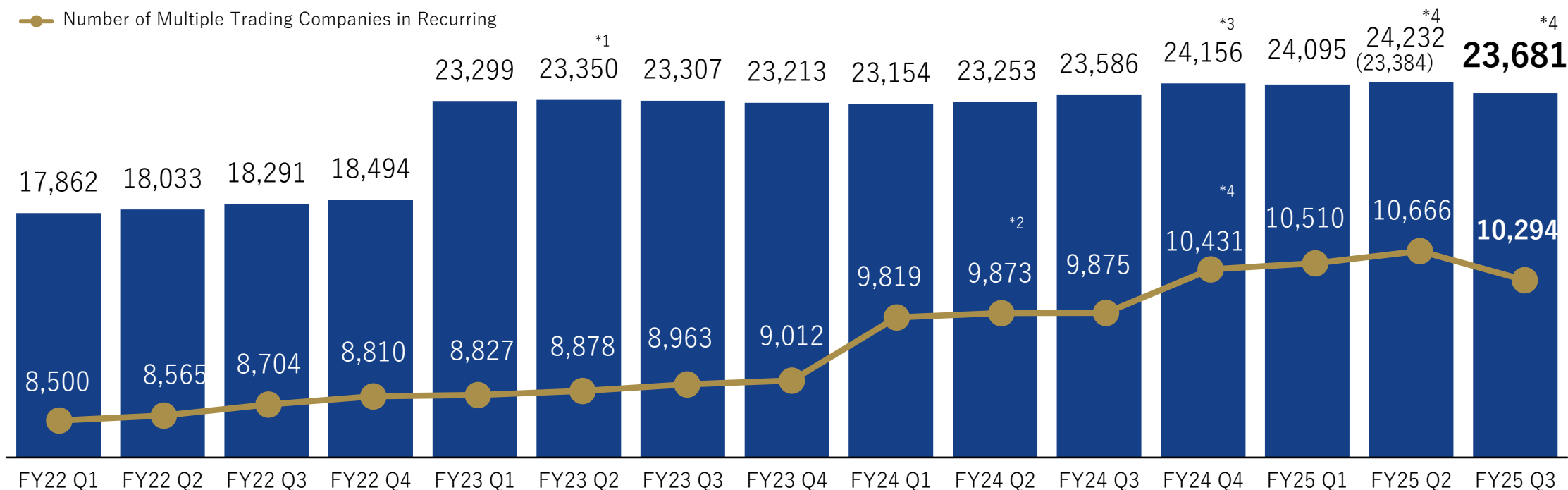


※Q3 FY2025, ending March 31 Results

Number of Recurring Merchants Trading Company

(* Calculated the number of companies claiming at least two products as well as the number of companies claiming at least two products as of the end of the fiscal year)

Net increase of 297 companies in Q3 due to strengthening orders for Hikari Collaboration, Bizisuke and electricity resale business



*1: Increase in acquisition of business from Q2 of 23/3 to 22/11 (number of companies)

*2: Increase in acquisition of business from Q2 of 24/3 to 22/11 (number of companies trading multiple products)

*3: Increase in acquisition of business from 4Q of 24/3 to 23/10 (number of companies trading multiple products)

*4: Customer data maintenance due to customer transfer between subsidiaries from Q3 of 25/3 (decrease by 848 companies)

Number of Recurring trading companies in Q2 of 25/3 taking into account name gathering: 24,232 companies - 848 companies = 23,384 companies



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1. Q3 FY2025, ending March 31 Consolidated Financial Results

(3) Digital Marketing segment

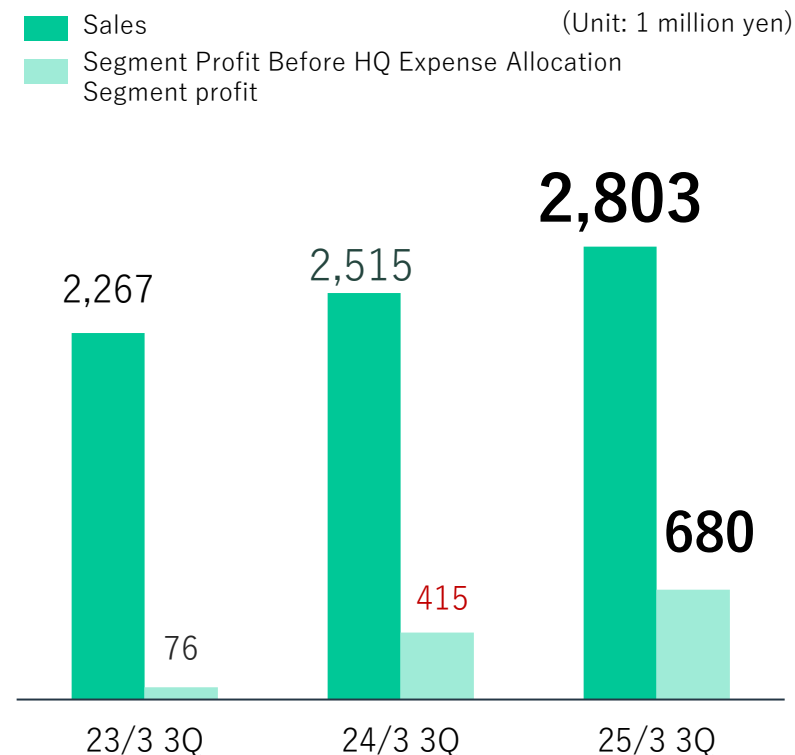
Digital Marketing segment Segment Information

Sales : non-recurring revenue continued weak web production orders due to the impact of strengthening human resources in SaaS organizations
 Recurring revenue increased as SaaS tools further increased.

Segment profit : EBITDA and segment profit both increased in surplus

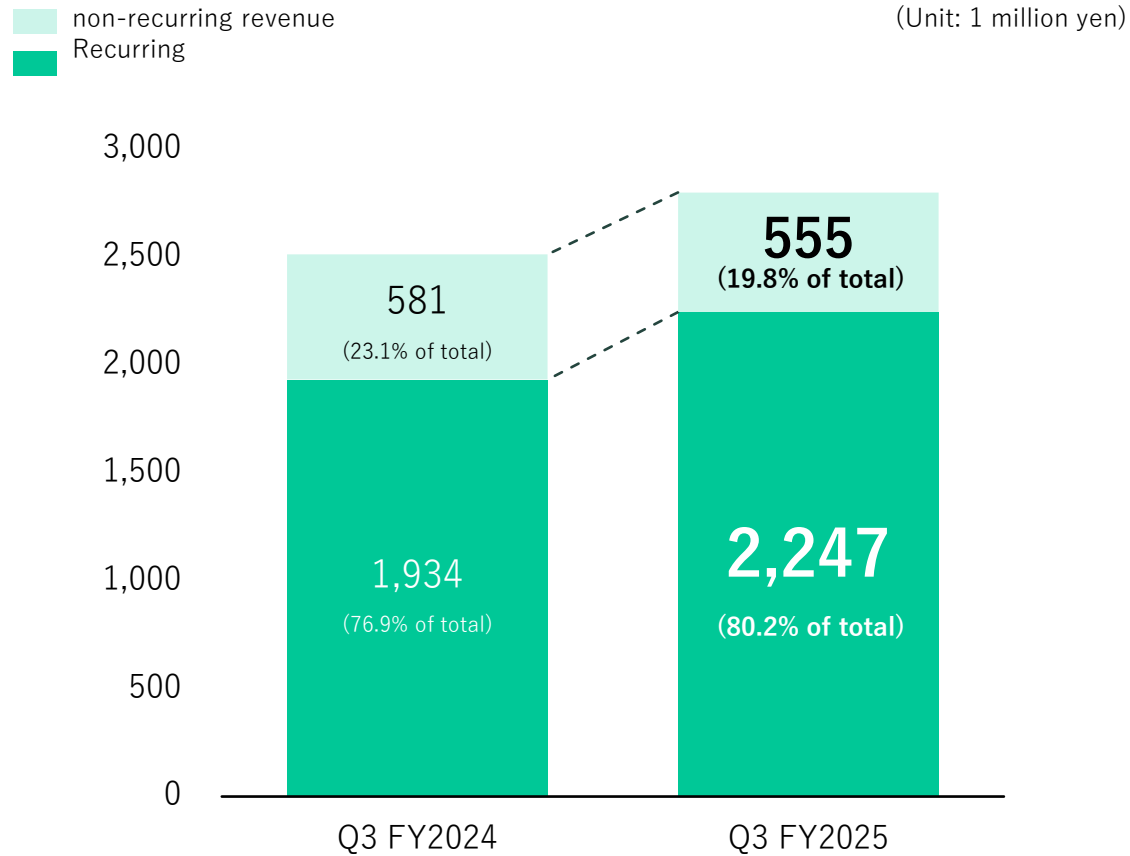
(Unit: Million Yen)	Q3 FY2024	Q3 FY2025	Change	YoY
Net Sales	2,515	2,803	+287	+11.4%
one-time revenue	581	555	△25	△4.4%
Recurring revenue	1,934	2,247	+313	+16.2%
Segment profit	145	457	+311	+214.7%
Head office expenses	269	222	△46	△17.4%
Segment Profit Before HQ Expense Allocation	415	680	+265	+63.9%
EBITDA	327	665	+338	+103.4%

Performance comparison



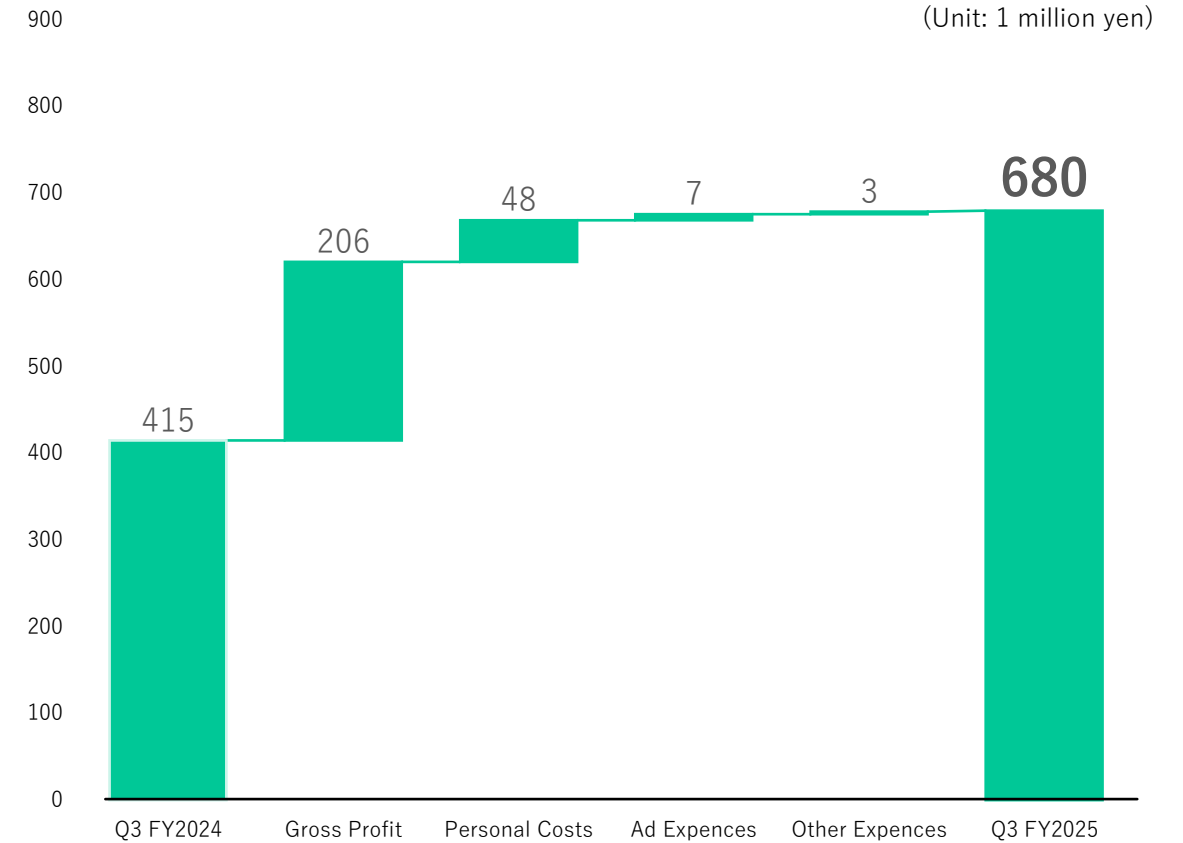
Digital Marketing segment Year-on-year Comparison

Q3 Net sales



*Recurring revenue refers to SaaS tools sales, SaaS tools operation support sales, and Consists of Recurring revenue (Internet advertising related businesses, etc).

Q3 Segment profit

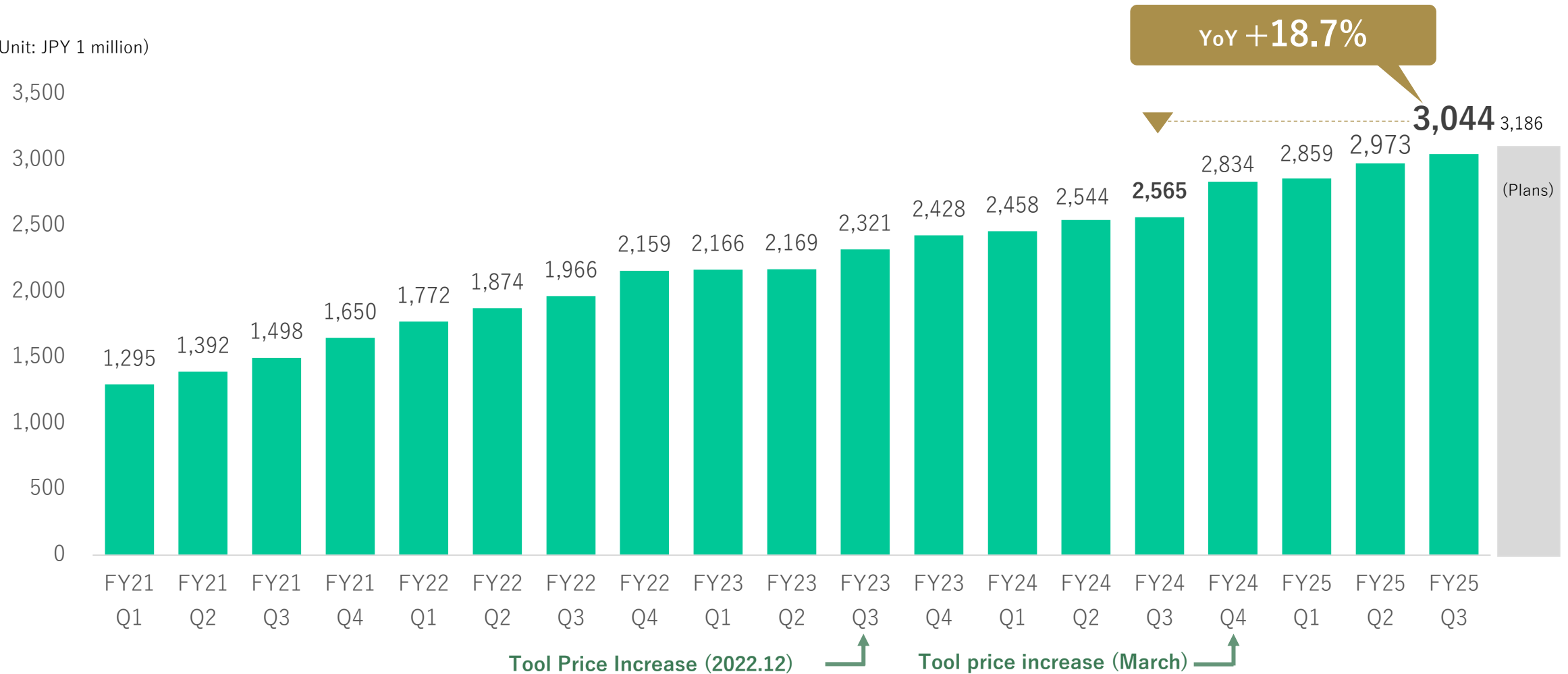


*Graph segment profit is Segment Profit Before HQ Expense Allocation

*(-) Decrease in SG & A expenses represents increase in expenses and decrease in profit, while positive represents decrease in expenses and increase in profit

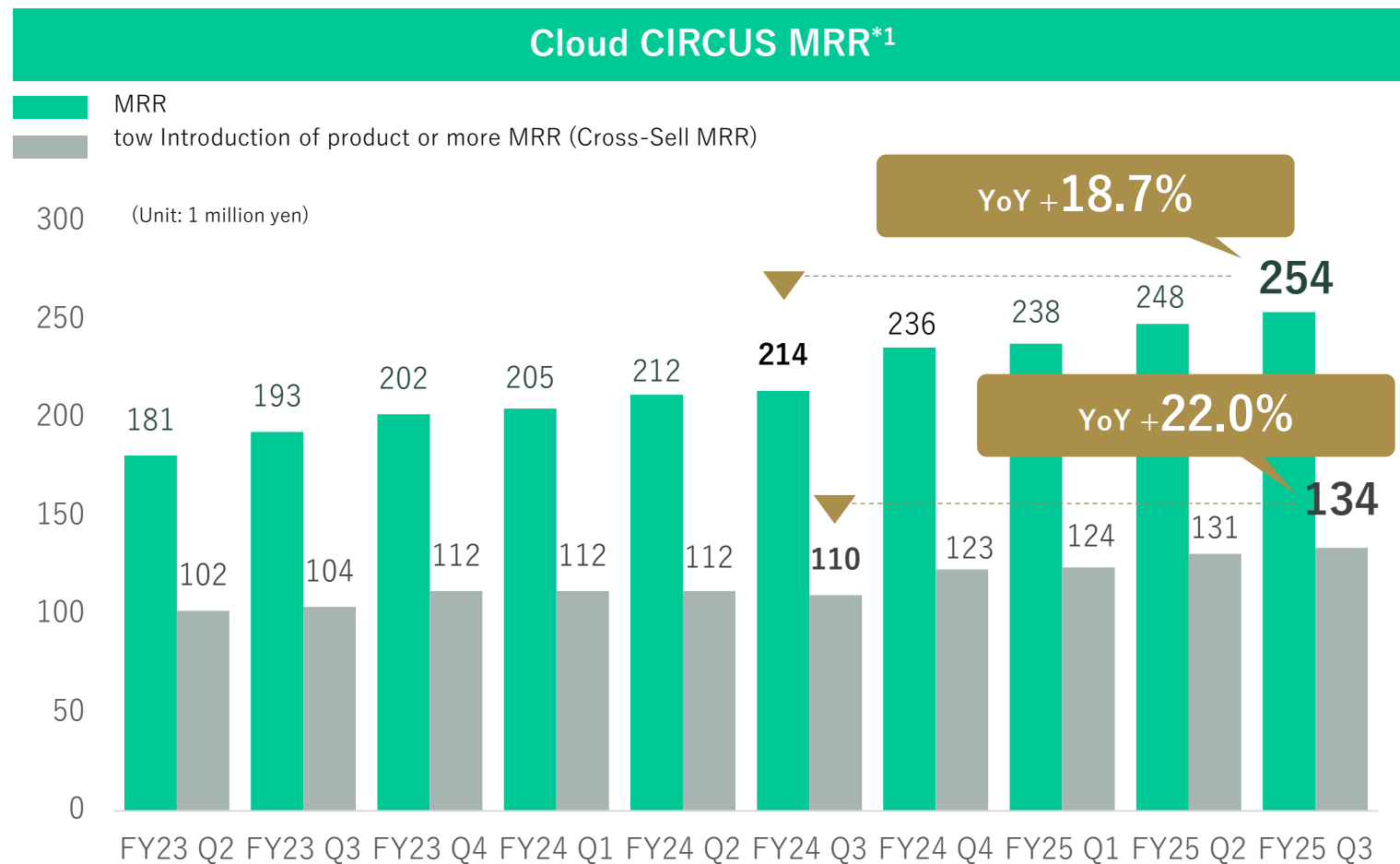
ARR increased 18.7% year on year due to increase in MRR

(Unit: JPY 1 million)



Digital Marketing segment Key KPIs (1)

Increase in MRR, focusing on upsell and cross-sell. Fullstar growth!



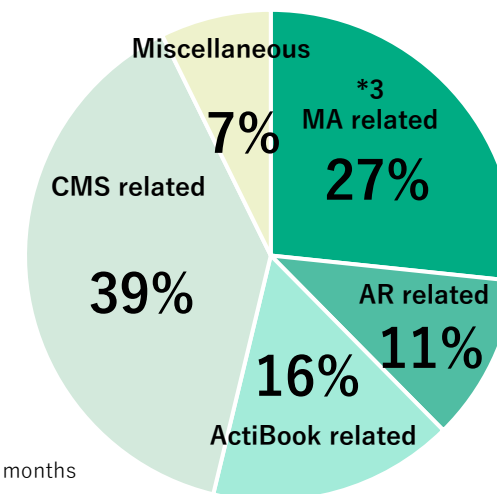
Average customer churn rate for the past 12 months *²

As of the end of Q3

1.6%

(As of the end of the same period of the previous fiscal year: 1.6%)

Percentage of MRR *¹



*¹ MRR is the monthly subscription revenue at the end of each quarter.

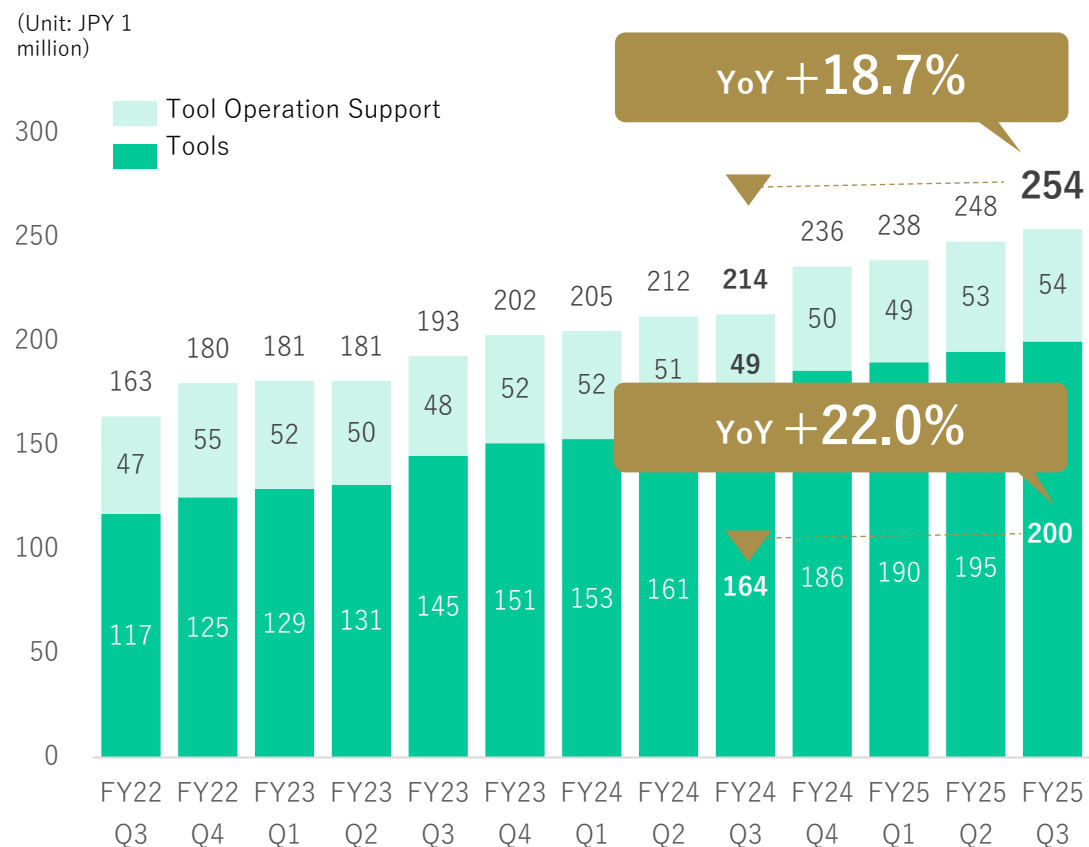
*² Average number of licenses terminated during the month divided by the number of licenses as of the end of the previous month for each month in the last 12 months

*³ Marketing automation omitted

Digital Marketing segment Key KPIs (2)

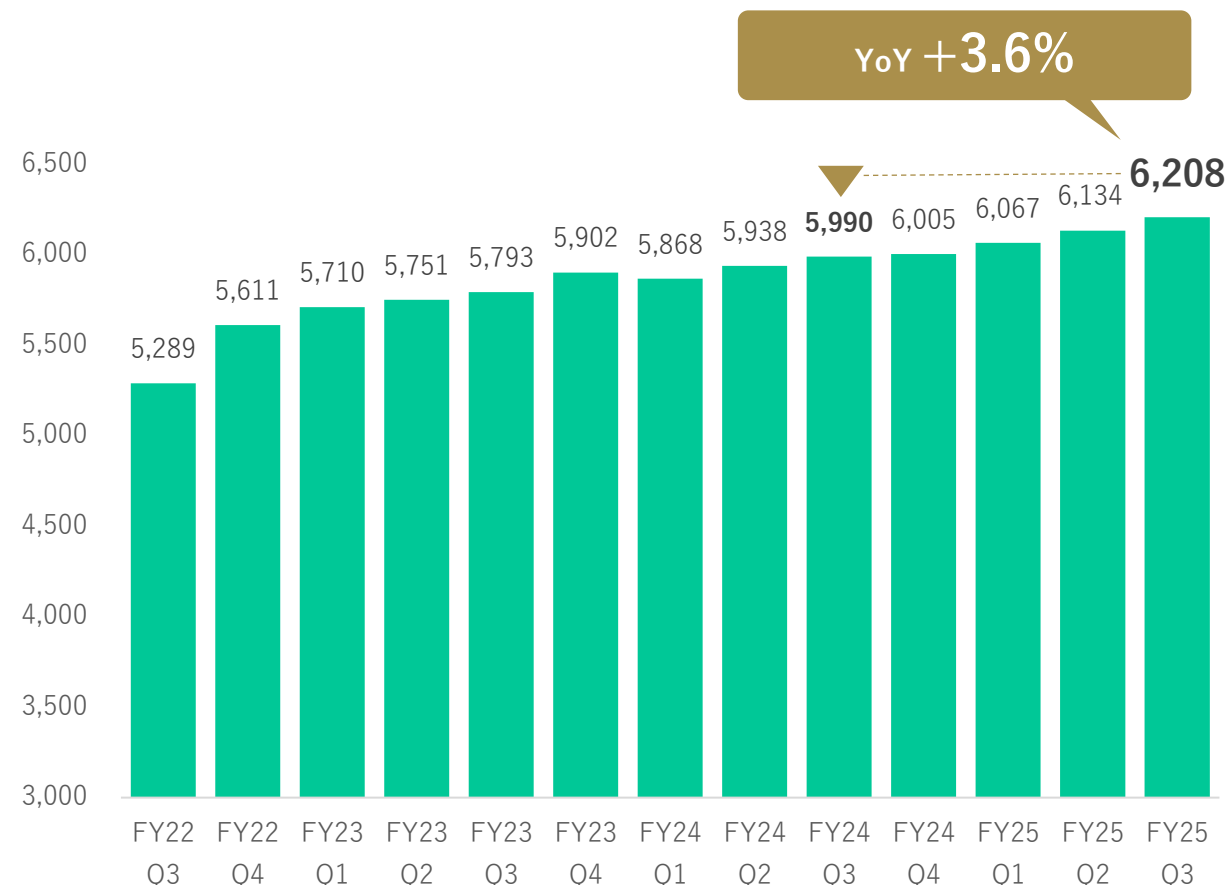
Increase in MRR ^{*1} for SaaS tools (excluding tool operation support) up to 254 million yen! Operational support was also strong.
The number of licenses increased due to the focus on upsell and cross-sell.

Cloud CIRCUS MRR ^{*1} (Tools/Operational Support) ^{*1}



^{*1} MRR is the monthly subscription revenue at the end of each quarter.

Number of Licenses ^{*2}



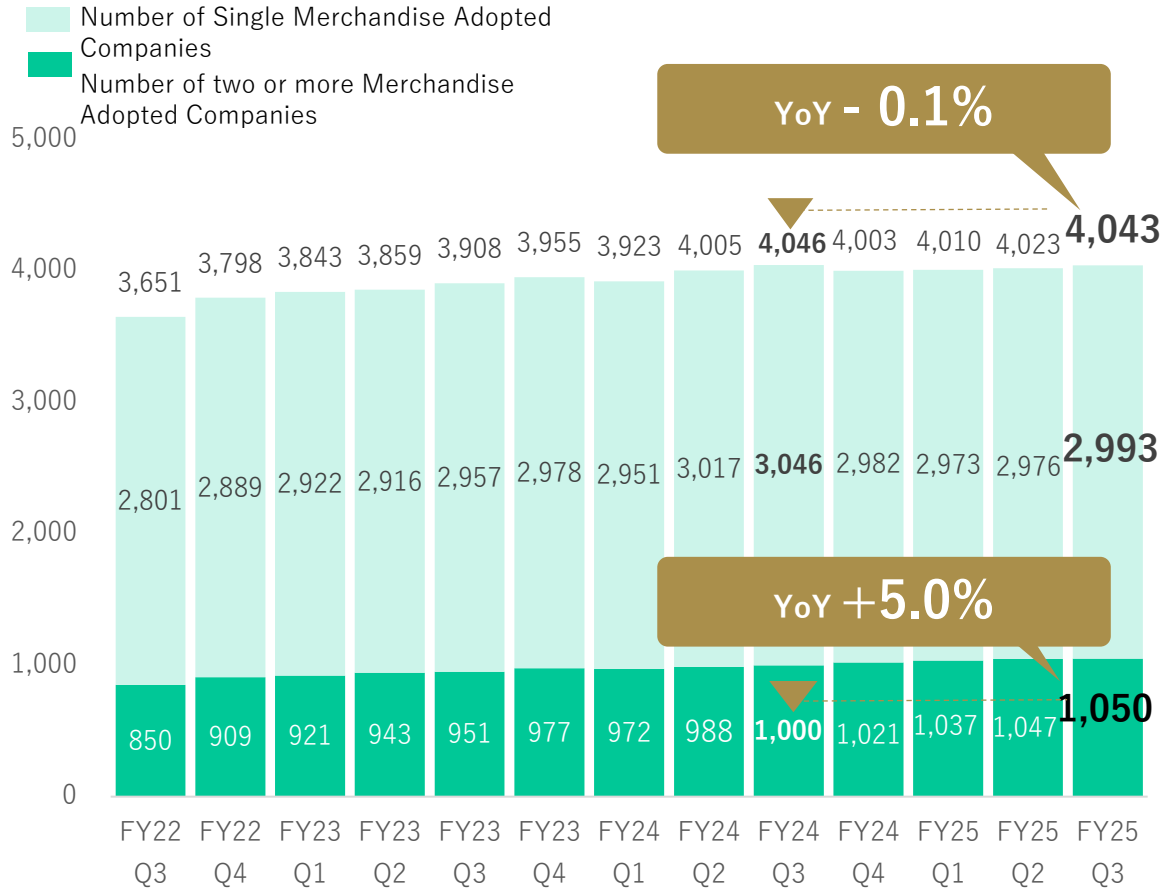
^{*2} The number of licenses is the number of paid licenses at the end of each quarter.

Digital Marketing segment Key KPIs (3)

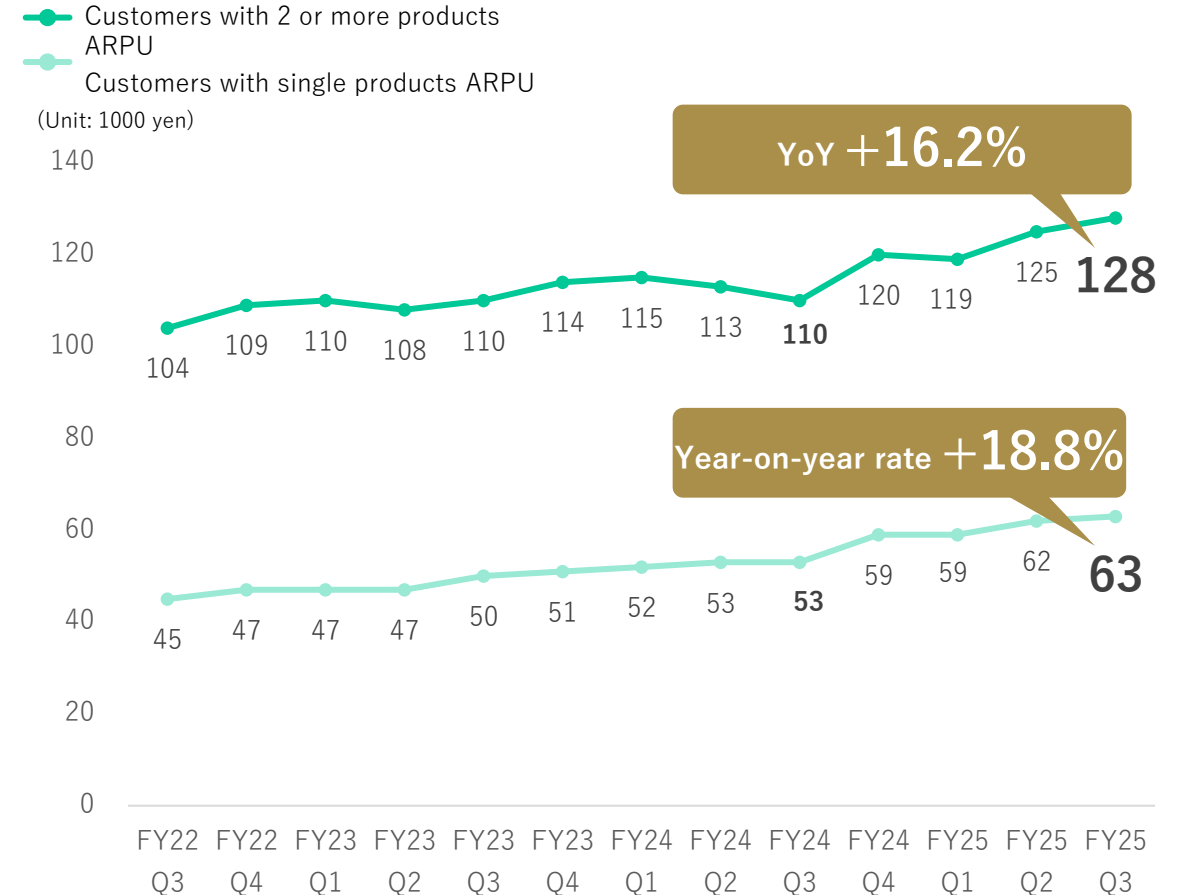
ARPU increased due to focus on upsell and cross-sell.

The number of customers slowed down due to the increase of the price at the end of the previous fiscal year and focus on upsell and cross-sell.

Customers (paid active users)



Customer Unit Price (ARPU) *1



*1 ARPU= MRR/number of subscribers as of the end of each quarter

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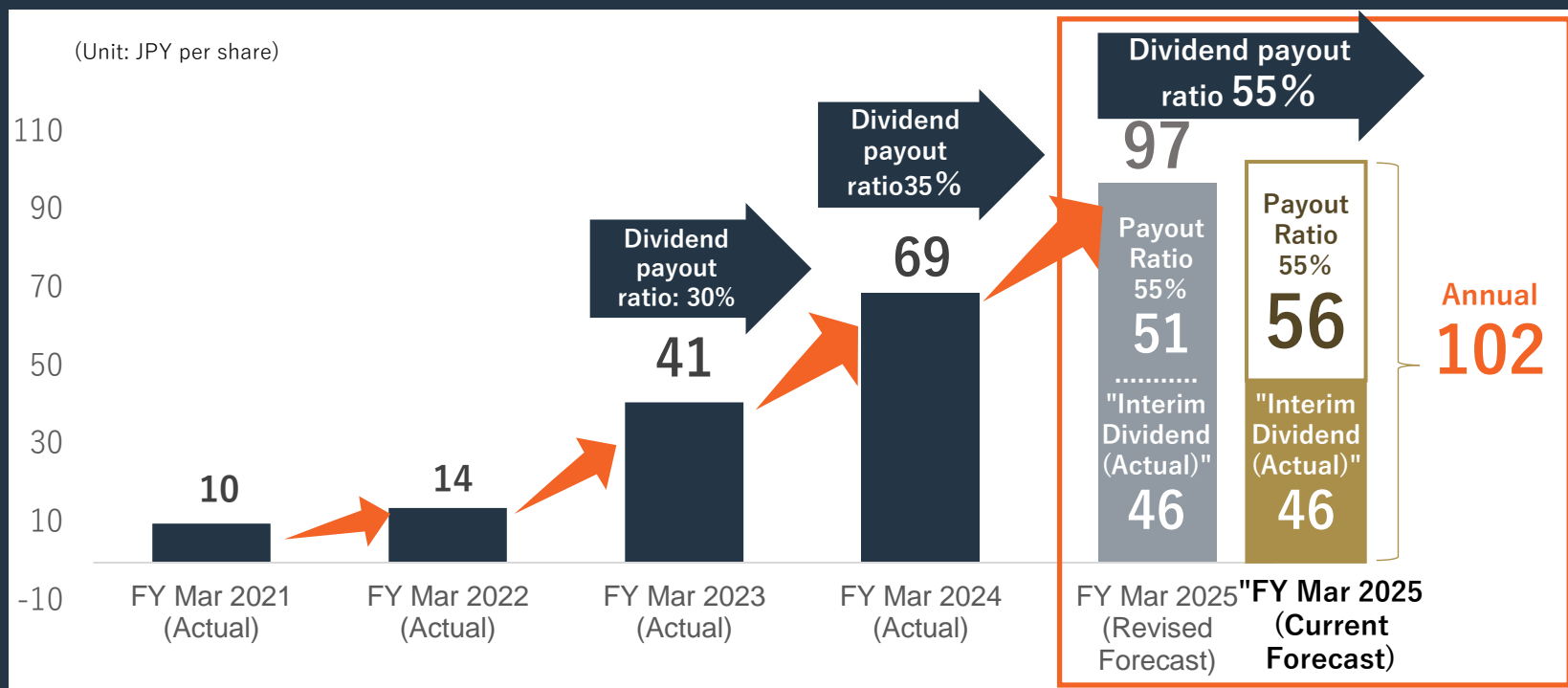
2. Shareholder return

From the fiscal year ended March 2025 "Progressive Dividend" and "Dividend Payout Ratio: 55%"

2025
March
31

Year-end dividend per share 51 yen Revised 11/8 ➔ **56 yen**

Annual Dividend/Share Start of FY: ¥97 11/8 revision ➔ **102 yen**

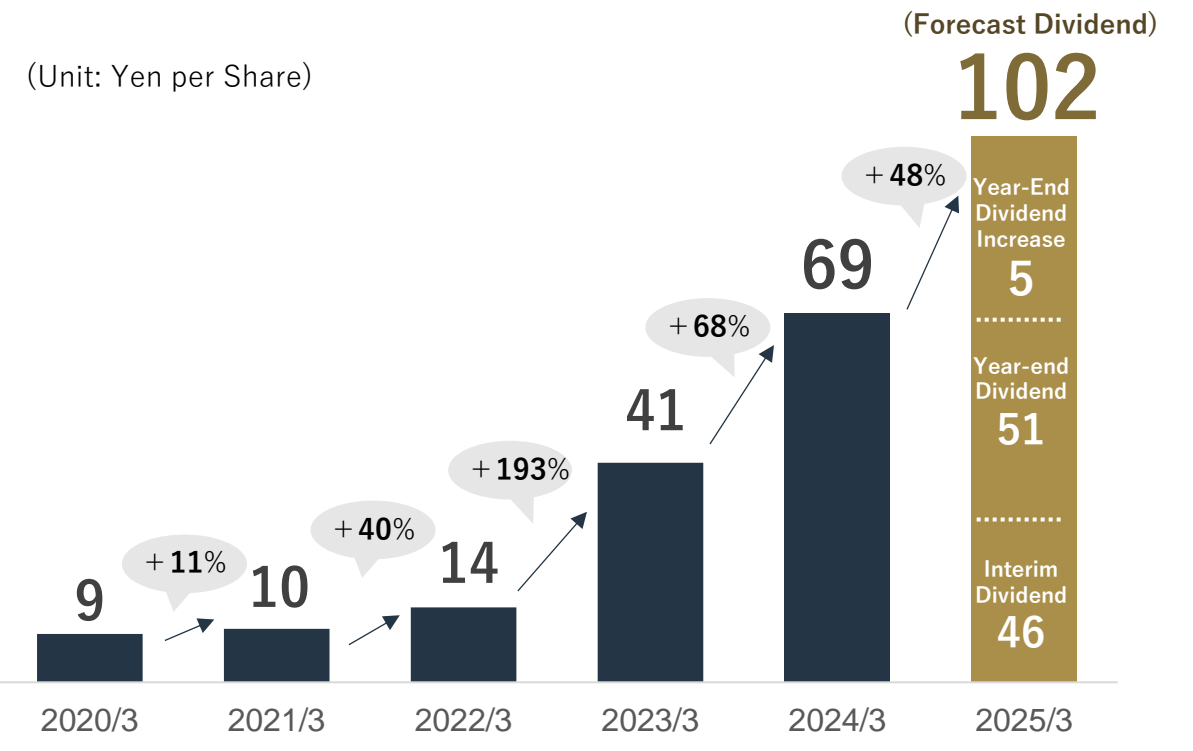


Continued dividend growth after the launch of the mid-term business plan for the fiscal year ending March 2021. dividend yield also rose!

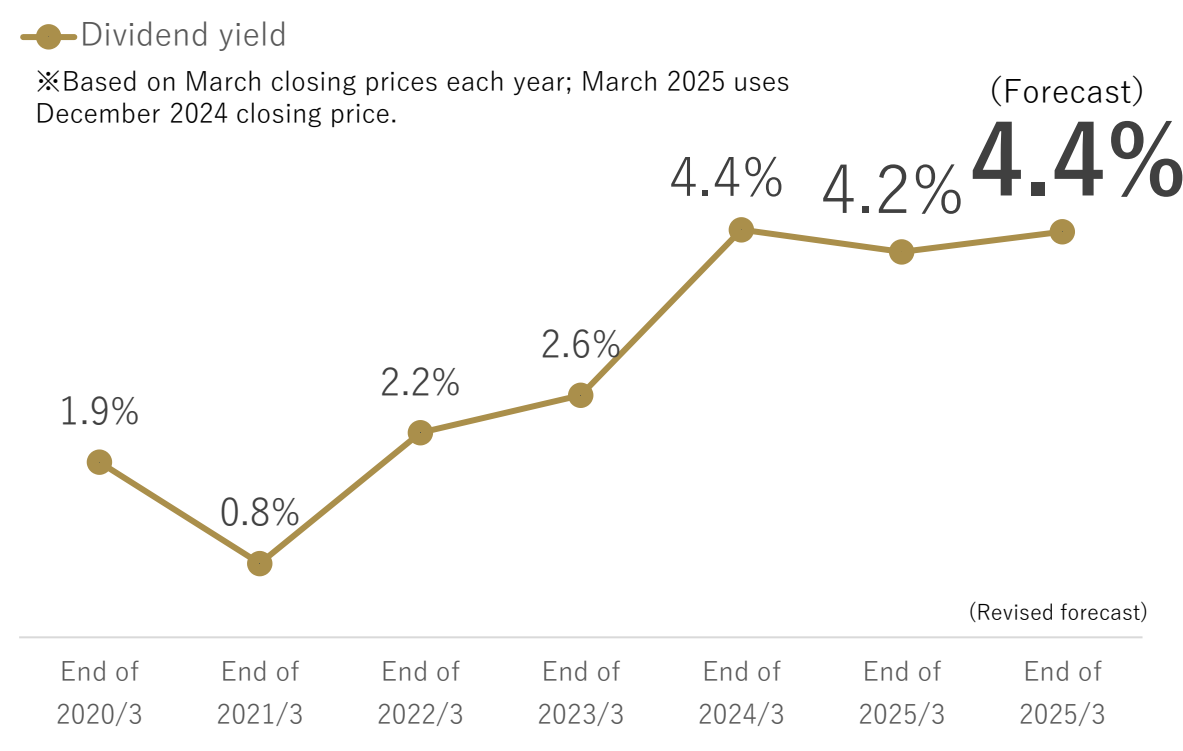
The Company strives to maintain financial soundness, comprehensively taking into account consolidated performance and future business development, etc., and implements progressive dividend payments continuously. The basic policy is to aim for dividend payout ratio 55% on a consolidated basis.

※Progressive dividend is a dividend policy that does not reduce dividends, but maintains or increases dividends.

Transition of Startia Holdings Annual Dividends



Transition of Startia Holdings Dividend Yield



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3. Appendix



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2. Appendix

(1) Topics

Topics: Q3 FY 2025 Topics

October	Digital M	10/6 【11/6 】 "The 2nd Digital Marketing Seminar" co-hosted by Fukushima Bank, Tohoku Copy Sales and CloudCIRCUS
	Digital M	10/8 "El Japon" November special edition, BE: FIRST starts moving in AR! Realized in CloudCIRCUS's "LESSAR"
	Digital M	10/17 CloudCIRCUS MA tool "BowNow" and "ITreview Grid Award 2024 Fall" won the high performer in MA tool category!
	Digital M	10/21 CloudCIRCUS's CSM tool "Fullstar" and "ITreview Grid Award 2024 Fall" awarded the highest ranking "Leader" in the Customer Success Tool category!
	Miscellaneous	10/23 [Report] Employment promotion seminar for people with disabilities and office tour held at Chiba Career Center for People with Disabilities x StartiaWill
	HD	10/28 Hiroshi Kurihara, former president of Fuji Xerox, appointed as advisor to Startia Holdings - Strengthening business strategy and management structure -
November	IT infrastructure	11/5 StartiaRaise's RPA "RoboTANGO" and "ITreview Grid Award 2024 Fall" awarded Leader in 3 categories!
	Digital M	11/6 CloudCIRCUS's Metabadge Fan Marketing Tool Introduced to Life Supermarket
	Digital M	11/11 Kokuyo's new product promotion adopted "LESSAR" of CloudCIRCUS!
	Digital M	11/13 Use "Metabadge" for "Umaibo Day" in 2024!
	Digital M	11/22 System integration with CloudCIRCUS's Fullstar and Cyboz's kintone!
December	Digital M	12/6 Fullstar, CloudCIRCUS's CSM tool, makes its way into eforce, an integrated commerce platform from SUPER STUDIO
	Digital M	12/12 Fullstar, CloudCIRCUS's CSM Tool, Introduced to Orient Corporation
	Digital M	12/20 Introduced CloudCIRCUS's Metabadge fan marketing tool to Joicks Corporation, the apparel brand "Psycho Bunny"

The system is integrated with CloudCIRCUS's Fullstar and Saibozu's kintone!

~ Start providing tutorials to promote the use of kintone ~

We are pleased to announce that our Customer Success Management (CSM) tool, Fullstar, provided by CloudCIRCUS Corporation (Head Office: Tokyo, Representative Director: Kenichi Kitamura), which is in charge of Digital Marketing segment, has been integrated with the kintone system provided by Saibozu Corporation (Head Office: Tokyo, Representative Director: Yoshihisa Aono).



Background and Purpose: In order to further support the DX promotion of small and medium enterprises, Fullstar has strengthened its cooperation with Saibozu and has been registered as an official product partner. As a result of this system cooperation, kintone adopters can use Fullstar to create tutorials and display their own manuals on kintone. This will help establish and promote the use of kintone within the company, and contribute to the maximization of the effects of kintone adoption for operational efficiency and DX promotion. CloudCIRCUS will continue to provide services that meet the needs of its users and enhance its functions, thereby contributing to corporate productivity and DX promotion.



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2. Appendix (2) Company Profile



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Management Philosophy

Recognizing the needs and markets of society and creating the future of people and companies

Aiming to be a leading company that produces outstanding businesses and human resources

Vision

"A world where everyone can challenge and perpetuate evolution"

A group that supports changes that many people and companies take for granted while transforming themselves

Mission

Creating Future Opportunities

We will continue to provide opportunities for many people and companies to achieve a positive future, creating a world full of challenges.



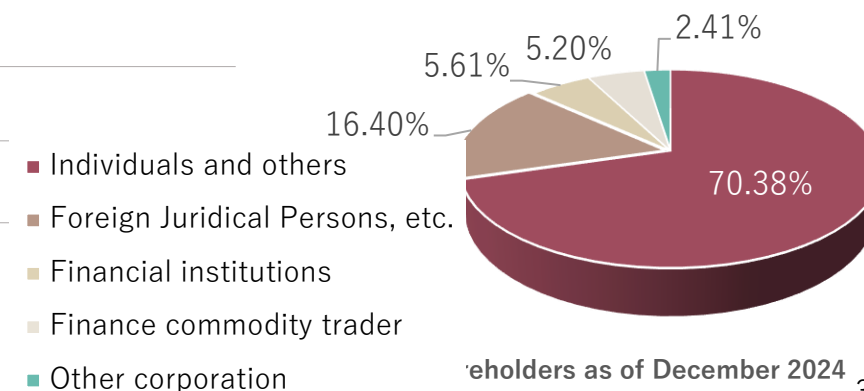
Company Profile

Company Name	Startiaholdings Co., Ltd.
Place of abode	Shinjuku Monolith 19th Floor, 2-3-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo
Incorporation	February 1996
Listing	TSE Prime (April 4, 2022) TSE First Section (February 28, 2014) TSE Mothers (December 20, 2005)
Representative Director	Hideyuki Hongo
Group Companies	Consolidated subsidiaries: 10, equity method affiliates: 1 (as of the end of January 2025)
Employees	Consolidated subsidiaries: 954 (as of December 31, 2024) ※Excluding directors, auditors, temporary and part-time employees
Financial results	March 31
Amount of Capital	824.31 million yen (as of December 31, 2024)
Number of issued and outstanding shares	10,240,400 shares (as of December 31, 2024)
Number of shareholders	4,988 (as of December 31, 2024)



President and Chief Executive Officer
Hideyuki Hongo

May 1966
1996: Our Company established to the present day
(25.88% shareholding in Our Company)



Key Members



Hideyuki Hongo President and CEO, Startia Holdings

- Founded in 1996, appointed President and CEO (to present)
- In 2018, established an organization to provide non-refundable scholarships Established Hoshinowa Public Interest Incorporated Foundation, appointed President (to present)
- In 2018, established Kumamoto Innovation Base (formerly Kumamoto Creation Entrepreneurs Network), appointed President (to present) Efforts to recover from the 2016 earthquake in his hometown Kumamoto, as well as regional revitalization



Takao Uematsu Director, Startia Holdings

- 2004 Joined the Company Since joining the Company, he has been mainly engaged in finance and accounting operations and has been responsible for various corporate divisions, including finance and accounting.
- Appointed to Director in 2018 (current position) Engaged in public relations and investor relations as Group CFO



Masakatsu Furukawa President, StartiaRaise

- 1996 Joined the Company as a founding member and assumed the position of Director
- Established Network adoption of cloud services business in 1998
- Developed Back Office DX business in 2018 Appointed President and Representative Director of StartiaRaise (current position)
- In 2021, he became a joint venture with kubell (formerly Chatwork Corporation). Director of kubell Storage Corporation (formerly Chatwork Storage Technologies Corporation) (current position)



Mitsuru Kasai Director, Startia Holdings and President, Startia

- 2002 Joined the Company
- Launched Multifunction Machines Business in 2007 Subsequently focused on expansion of distributors and M & A Continued to expand the Group's customer base
- 2018 Appointed President and Representative Director of Startia, the axis of IT infrastructure segment(current position)
- 2021 Appointed President and Representative Director of StartiaLead



Kenichi Kitamura Director, Startia Holdings and President, CloudCIRCUS

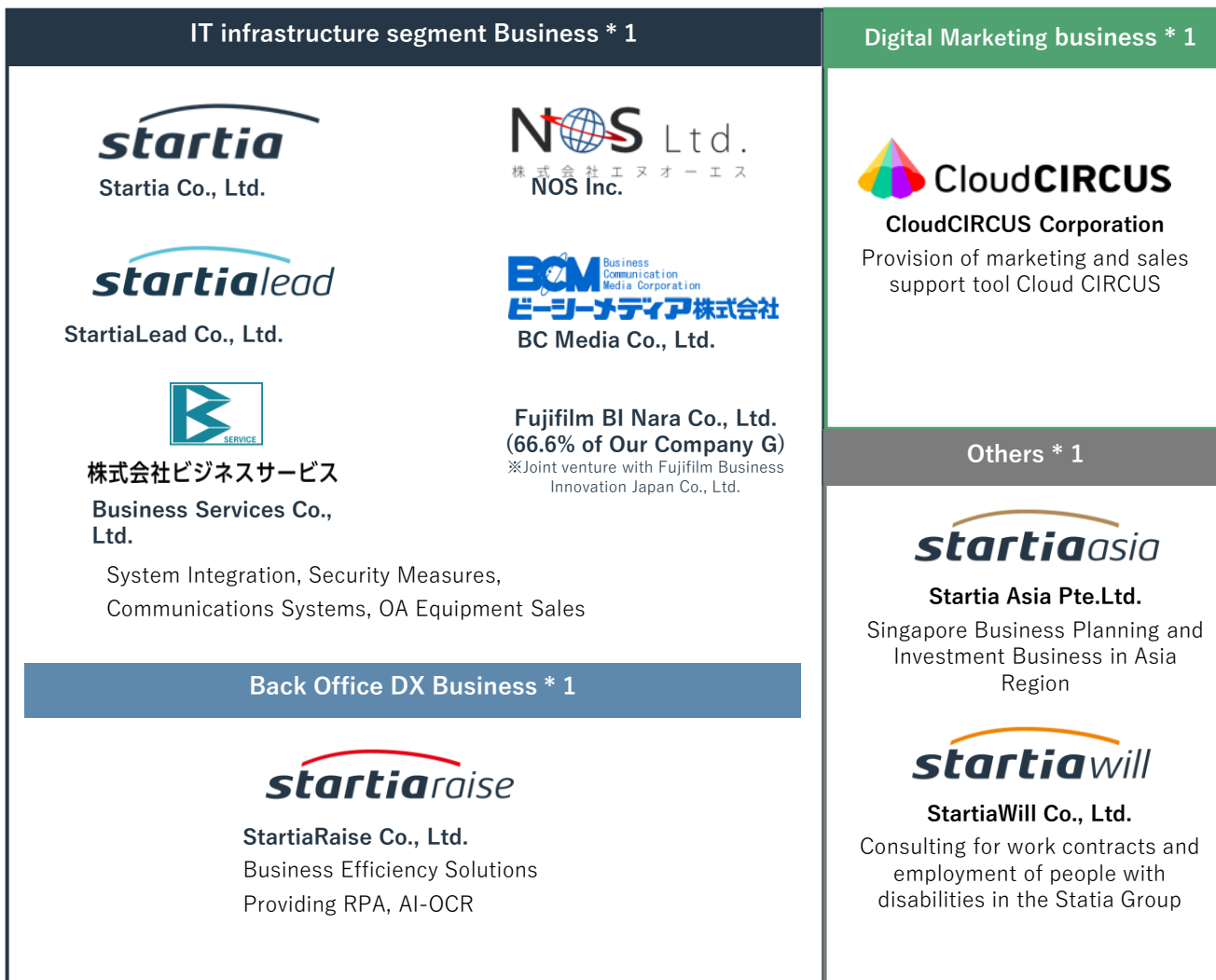
- 2001 Joined the Company Launched web and e-book businesses in 2004
- Starty Lab as an in-house venture in 2009 Established (currently CloudCIRCUS) and assumed the position of Representative Director (current position)
- Integrated sales of various tools from 2020 Digital Marketing Rebranded as SaaS tool CloudCIRCUS

Group companies

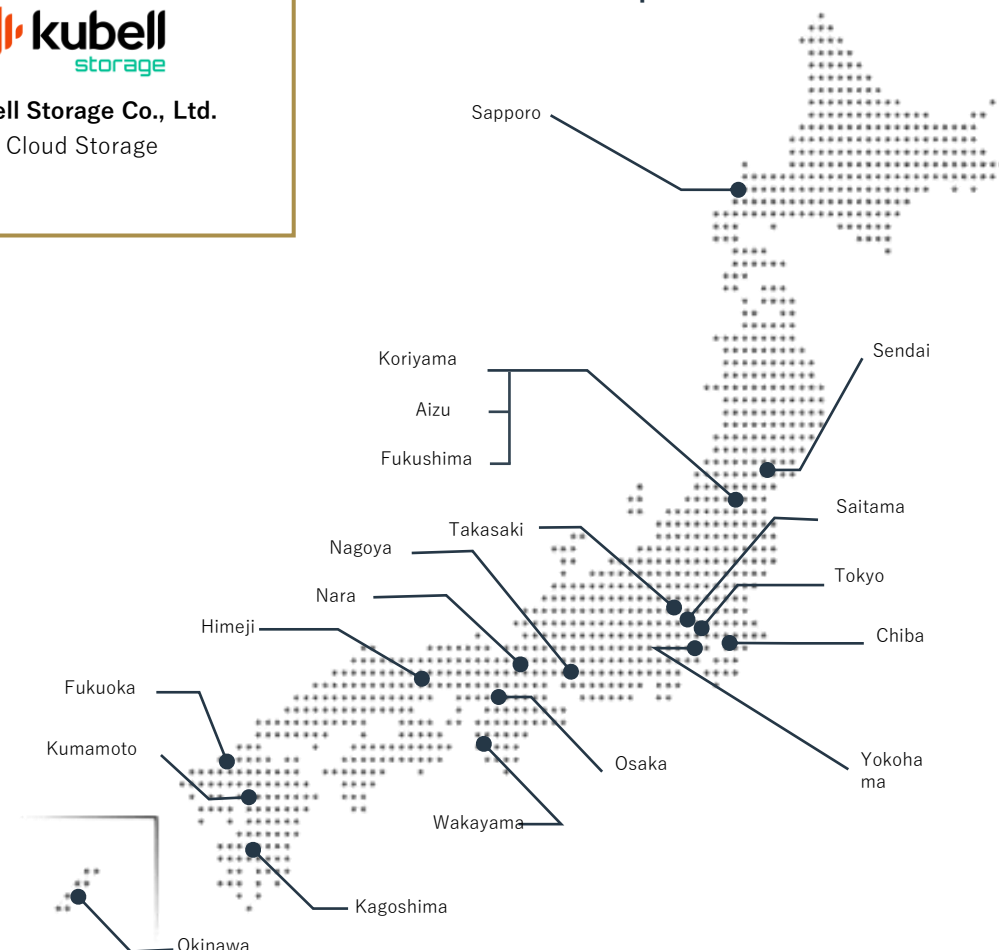
About Our Group (10 consolidated subsidiaries and 1 equity-method affiliate)

※1. Consolidated Subsidiaries

※2: As of the end of January 2025



Group bases



Key product services

Defensive DX

IT infrastructure segment

One-stop solution for IT-related issues and DX, especially for SMEs

Cost reduction, operational efficiency, and productivity improvement

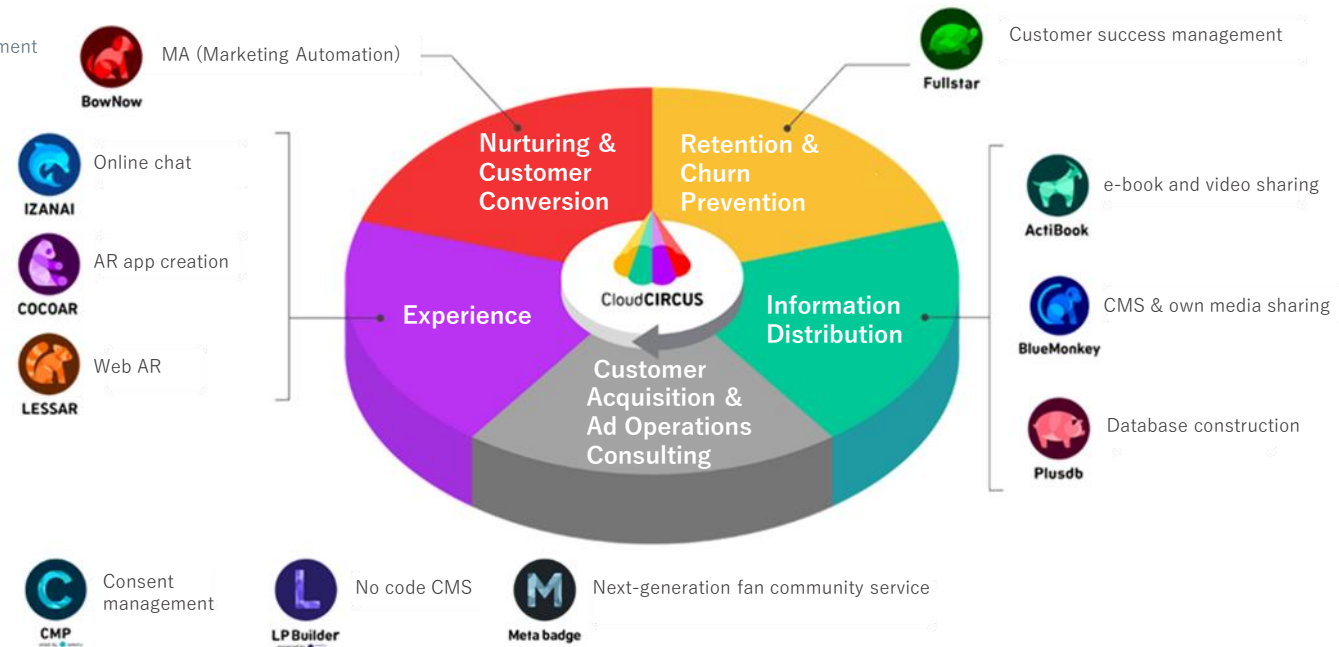


Proactive DX

Digital Marketing segment

Cloud CIRCUS tool to change marketing and sales results

Customer acquisition and sales expansion



Performance of Digital Marketing segment's Major Services



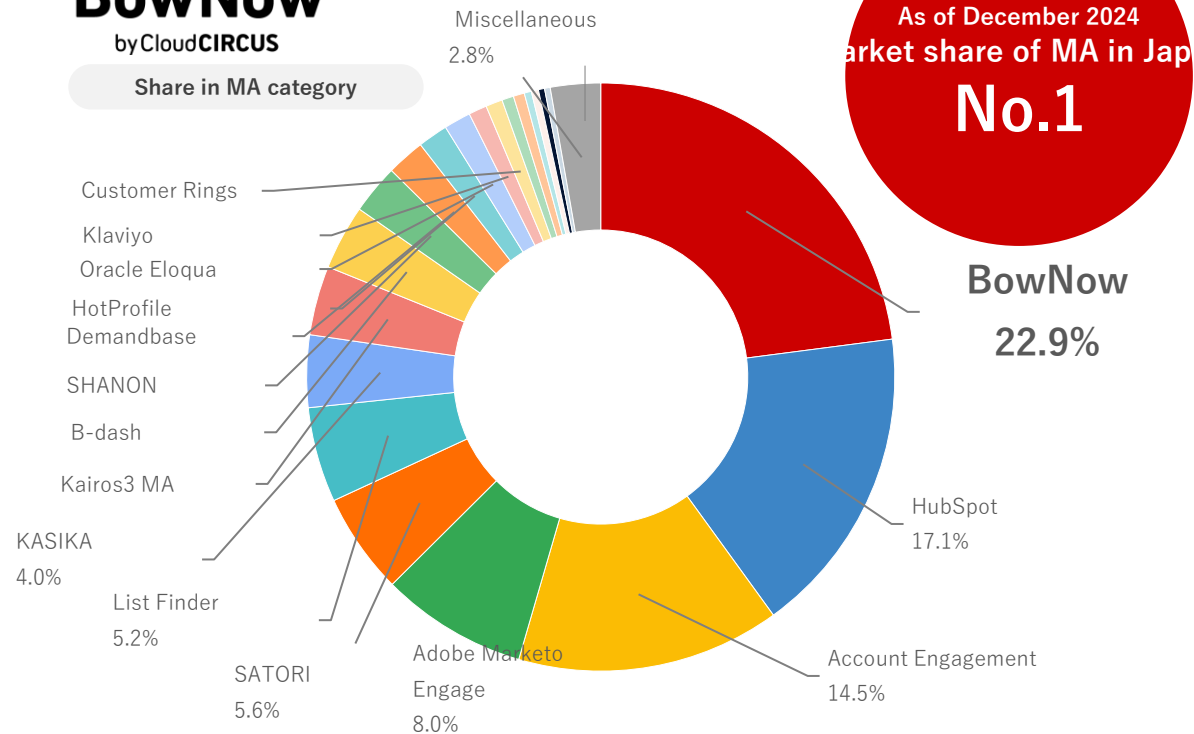
deployment More than 14,000

easy-to-use marketing automation

BowNow is required for the first MA feature, simple design MA tool.

BowNow
by CloudCIRCUS

Share in MA category



※ Data Source: Survey conducted by DataSign
(Source) Tell us URL: 2024.12 https://oshiete-uri.jp/report/docodoco/2024_12/#marketing_automation



COCOAR
by CloudCIRCUS

Installed
7,800

More than 483 million AR apps

have been downloaded. Creating a high customer experience with VPS and rich 3D to convey the appeal and story of products and services, and to develop fans.



LESSAR
by CloudCIRCUS

Installed
9,000

From a smartphone camera **without an app**

A simple and intuitive AR experience is possible. After measures are taken, log analysis and improvement activities are possible.

Promotions that attract customers are realized.



ActiBook
by CloudCIRCUS

More than 19,000 cases

It can be created and distributed in three steps.e-book authoring tool

From e-book to video,
it is a tool to easily convert electronic contents



BlueMonkey
by CloudCIRCUS

More than 2,400 cases

CMS that enables acquisition of business meetings from the homepage

A domestically produced CMS that provides strategy, construction, and tool support for BtoB companies to create business meetings from the homepage. A domestically produced CMS.

※ CMS is a system for operating websites and their contents.

Digital Marketing segment Main Service Pickup Fullstar (Fullstar)



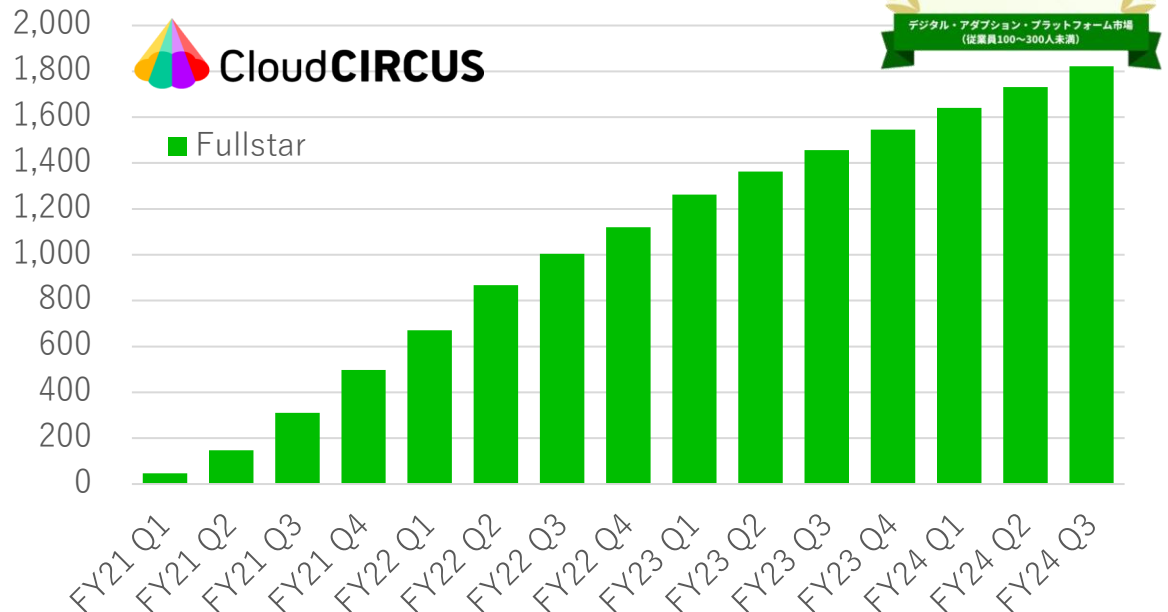
Fullstar

Number of installed **1, 800** or more

No. 1 in market share in 2023 Net sales forecast *

In the Digital Adaptation Platform Market - Less than 100~300 Employees: Revenue Trend and Share by Vendor (FY 2023 Forecast), the market share is No.1 in Net sales.

(number of cases)



※ Source: ITR "ITR Market View: Communication and Collaboration Market 2023" Digital Adaptation Platform Market - Less than 100~300 Employees: Revenue Share by Vendor (FY 2023 Forecast)

What is Fullstar?

Fullstar makes adoption of cloud services services more comfortable for users by displaying the "User's Guide" or "Visualizing the places where services stumble"

It is a customer success tool that leads to resolution.



This is awesome (1)

Configure guides for all websites with no code
Reduce creation time to 1/10 of conventional ones!

Productivity Improvement!!

No Development Burden!!



This is awesome (2)

Visualize user usage and cancel service
Pick up more likely customers.

Cancellation Prevention!!



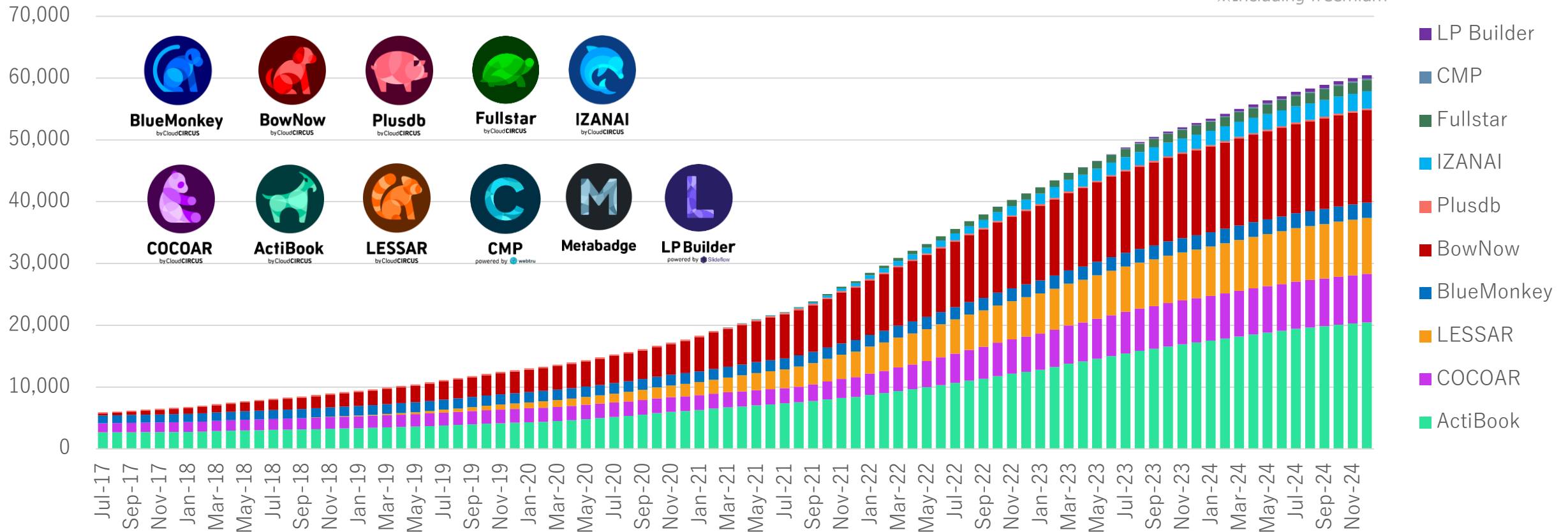
This is awesome (3)

Analyze the user's stumbling points and causes of departure.
Improve UX of Web services

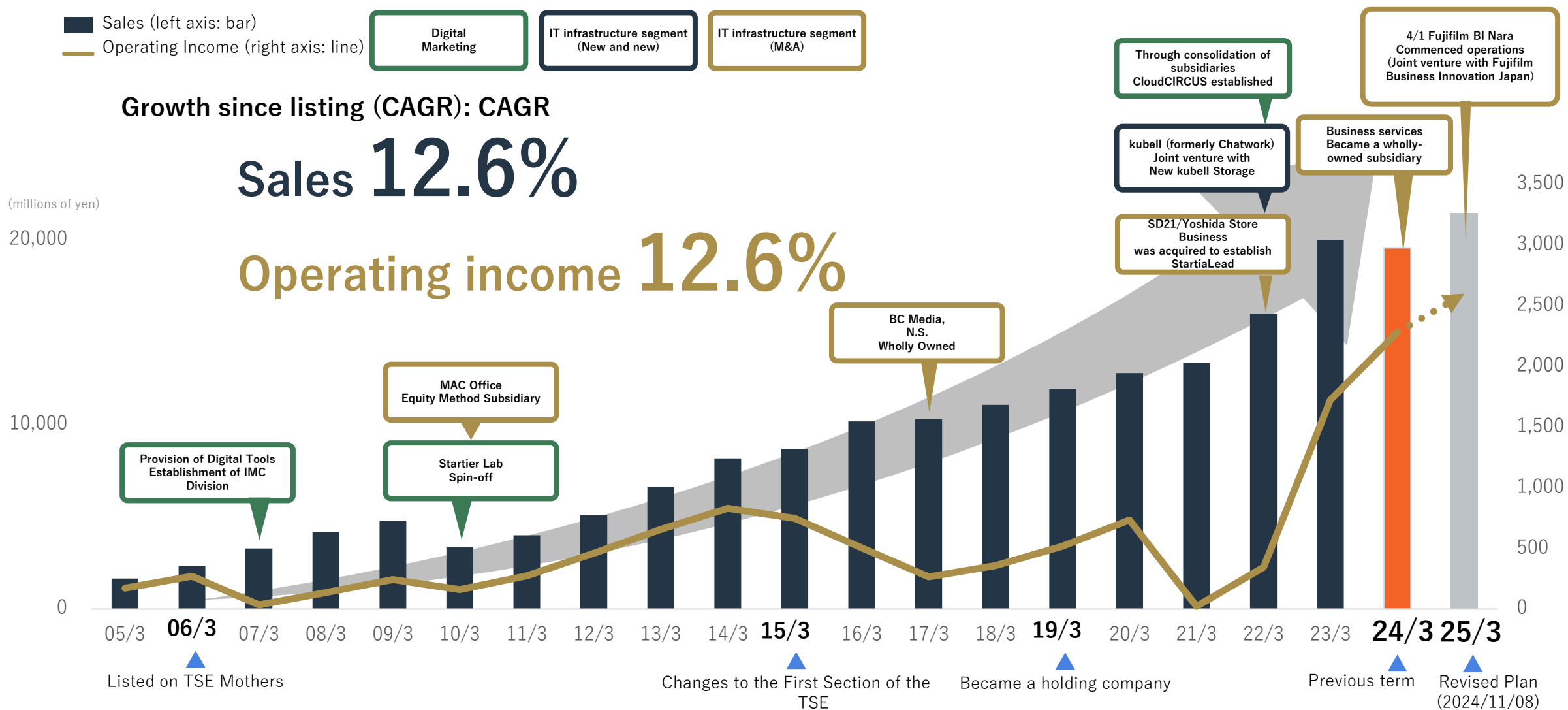
Improve UX

Digital Marketing segment Cloud CIRCUS Growth Trajectory

“ As of December 24, a total of 61,000 * were introduced.



Trends in Net Sales and Operating Income





Public Relations and Investor Relations Contact for Startiaholdings

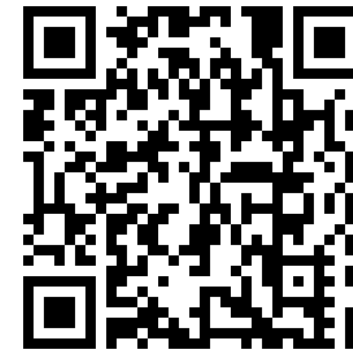
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