(For Translation Purposes Only)

September 1, 2026

To All Concerned Parties:

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(Tokyo Stock Exchange code: 4479)
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Parent Company Name: CyberAgent, Inc.
Representative: Representative Director, CEO, and President Susumu Fujita
(Tokyo Stock Exchange code: 4751)

Notice of Revisions to Full-Year Financial Forecasts

Please be advised that Makuake, Inc. (“Makuake”, “the company” or “we”) has revised its full-year financial forecasts for the fiscal year ending September 2026 (October 1, 2025 to September 30, 2026), which were announced on April 28, 2026, as shown below.

1. Revisions to Full-Year Financial Forecasts

Revisions to Full-Year Financial Forecasts for the Fiscal Year Ending September 30, 2026 (October 1, 2025 to September 30, 2026)

	Net sales	Operating profit	Ordinary profit	Net income	Earnings per share
Previously announced forecasts (A)	Million yen 5,400	Million yen 670 to 800	Million yen 670 to 800	Million yen 590 to 700	Yen 46.28 to 54.91
Revised forecasts (B)	5,850	860	860	740	58.03
Change (B)-(A)	450	60 to 190	60 to 190	40 to 150	–
Change (%)	8.3	7.5 to 28.4	7.5 to 28.4	5.7 to 25.4	–
(Reference) Results for the previous fiscal year (ended September 2025)	4,577	447	475	407	31.95

2. Reason for Revisions

(1) Overview and Background of Revisions to Financial Forecasts

In our flagship Makuake service, a "support" pre-order platform, we have focused on acquiring projects in the home appliances and gadgets categories, which attract strong interest from supporters, and providing growth support after listing. These efforts have resulted in the faster-than-anticipated acquisition of project owners seeking to expand sales of new products and supporters looking for the latest home appliances and gadgets equipped with AI and other technologies, accelerating growth in net sales. In addition, sales of ancillary services, mainly service of agency operations for the distribution of advertisements, increased significantly. As a result, net sales are expected to reach JPY 5,850 million, exceeding the previously announced forecast by 8.3%.

On the profit side, in addition to the positive impact of higher net sales on profit, our thorough implementation of company-wide cost management is expected to result in operating profit of JPY 860 million, exceeding the upper end of the previously announced forecast range. Accordingly, ordinary profit, net income, and earnings per share are also expected to exceed the previously announced forecasts.

We intend to make strategic upfront investments for further growth in a flexible manner, taking into account future business progress, and these forecasts have been calculated by factoring in the assumption that such investments will be made at an optimal level.

(2) Timing of Revisions to Financial Forecasts and Policy on Future Financial Forecasts

At the time of the announcement of our third-quarter financial results, we maintained our previous financial forecasts because uncertainty remained regarding factors such as the expected level of sales from large-scale projects and ancillary services in the fourth quarter. Subsequently, it became clear that sales from large-scale projects and ancillary services were expected to be higher than anticipated, and we are therefore revising our full-year financial forecasts.

In preparing our financial forecasts, we have a policy of incorporating only assumptions for which there is a sufficient degree of certainty. In particular, we do not factor into our forecasts in advance the possibility of significant upside in the amounts and number of large-scale projects listed on Makuake. Going forward, if actual business performance significantly outpaces the assumptions underlying our disciplined financial forecasts, we will seek to enhance the predictability of our business performance for investors by making disclosures and providing explanations in as much detail as possible through opportunities such as our quarterly financial results announcements, while revising our forecasts as appropriate.

(Caution regarding forward-looking statements)

Forward-looking statements in this document such as projections of future financial performance are based on the information currently available to Makuake and certain assumptions Makuake considers reasonable, and do not constitute a promise by the company to achieve them. Actual financial results may be materially different due to various factors.

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