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Notice of Update Medium-Term Management Plan

Syuppin Co., Ltd. ("the Company") hereby announces that its board of directors meeting held today updated the Medium-Term Management Plan for the three years.

1. Management Plan

	(Million Yen)				
	FY03/2023(A)	FY03/2024(A)	FY03/2025(P)	FY03/2026(P)	FY03/2027(P)
Net Sales	45,618	48,841	56,617	64,505	73,514
Operating Profit	2,463	3,343	3,854	4,612	5,598
Ordinary Profit	2,439	3,344	3,824	4,582	5,568
Net Income	1,697	2,322	2,639	3,162	3,842

Note: (A)Actual, (P) Plan

2. Reasons of Updated Plan

For the previous period (fiscal year ended March 2024), we focused on AI initiatives such as "AIMD (AI-driven Merchandising system)" and "AI-driven content recommendations," expanded content centered on video distribution, and strengthened distribution via LINE. We enabled stable profit acquisition by not discounting during the estimation stage. As a result, the company achieved increased revenue and profit, with both operating income and net profit for the period reaching record highs.

In the medium-term management plan formulated this time, we will continue to strengthen our business, including AI utilization. In the camera business, we will further enhance content distribution to stimulate purchasing motivation through the combination of video, channels, and AI. In the watch business, with the recent introduction of "AI Support for MD" we will strive for an expansion in sales and profits by controlling inventory holding risks due to price fluctuations while strengthening procurement. We will continue to work on improving the accuracy and robustness of systems supporting secure transactions and introducing cutting-edge technology to ensure peace of mind for our customers.