



October 15, 2024

To whom it may concern:

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Prime Market, Tokyo Stock Exchange
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**Notice of Revision of Financial Results Forecast and
Revisions of Distribution of Surplus (Interim Dividend, Dividend Increase) and Year-end
Dividend Forecast (Dividend Increase)**

Kitanotatsujin Corporation (the “Company”) hereby announces that at a Board of Directors’ Meeting held on October 15, 2024, it has resolved to revise the full-year results forecast for the fiscal year ending February 28, 2025 announced on April 12, 2024, as well as the distribution of surplus (interim dividend) with a record date of August 31, 2024 and year-end dividend forecast in light of the recent performance trends, as described below.

1. Revision of financial results forecast

(1) Revisions in consolidated figures of the full-year forecast for the fiscal year ending February 28, 2025

(From March 1, 2024 to February 28, 2025)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Profit per share
Previous forecast (A)	Millions of yen 13,536	Millions of yen 1,542	Millions of yen 1,557	Millions of yen 1,041	Yen 7.48
Revised forecast (B)	11,555	1,672	1,694	1,143	8.22
Changes (B – A)	(1,980)	129	137	102	
Changes (%)	(14.6)	8.4	8.8	9.9	
(Reference) Results for the previous fiscal year ended February 29, 2024	14,665	1,449	1,480	994	7.15

(2) Revisions in non-consolidated figures of the full-year forecast for the fiscal year ending February 28, 2025

(From March 1, 2024 to February 28, 2025)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Profit per share
Previous forecast (A)	Millions of yen 12,155	Millions of yen 1,550	Millions of yen 1,539	Millions of yen 1,073	Yen 7.72
Revised forecast (B)	10,411	1,613	1,648	1,149	8.26
Changes (B – A)	(1,743)	63	108	75	
Changes (%)	(14.3)	4.1	7.1	7.0	
(Reference) Results for the previous fiscal year ended February 29, 2024	13,369	1,397	1,435	1,005	7.23

(3) Reasons for revision

In the second quarter of the fiscal year ending February 28, 2025, net sales fell short of the forecast due to lower-than-expected new customer acquisitions, mainly caused by the exhaustion of sales pages, and lower-than-expected accumulation of regular sales, etc., thereof. Meanwhile, operating profit, ordinary profit and profit attributable to owners of parent (profit) all exceeded forecasts due to lower-than-expected advertising expenses.

The Company prepares its financial results forecasts based on the assumption that new customer acquisitions at the time of preparation will continue. The Company has revised the forecast due its expectations that net sales in the full-year results forecast for the fiscal year ending February 28, 2025, which was prepared based on this policy, will fall short of the previous forecast, while various profit indicators will exceed the forecast.

(For details of the financial results for the second quarter of the fiscal year ending February 28, 2025, please refer to the “Summary of Consolidated Financial Results for the Six Months Ended August 31, 2024” and “Supplementary Material for the Second Quarter of the Fiscal Year Ending February 28, 2025” announced today.)

2. Revisions of distribution of surplus (interim dividend) and year-end dividend forecast

(1) Details of distribution of surplus (interim dividend)

	Amount decided	Latest dividend forecast (Announced April 12, 2024)	Results for the six months ended August 31, 2023
Record date	August 31, 2024	Same as the left	August 31, 2023
Dividend per share	¥1.30	¥1.20	¥0.90
Total amount of dividends	¥181 million	-	¥125 million
Effective date	November 12, 2024	-	November 10, 2023
Dividend capital	Retained earnings	-	Retained earnings

(2) Details of revision of year-end dividend forecast

	Dividends per share		
	2nd quarter-end	Fiscal year-end	Total
Previous forecast (Announced on April 12, 2024)	¥1.20	¥1.10	¥2.30
Revised forecast		¥1.20	¥2.50
Results for the fiscal year ending February 28, 2025	¥1.30		
Results for the previous fiscal year ended February 29, 2024	¥0.90	¥1.30	¥2.20

(3) Reasons for revisions

The Company recognizes that the return of profits to shareholders is an important management issue, and operates on a basic policy of working to return profits to shareholders continuously and stably by paying dividends of approximately 30% of consolidated dividend payout ratio, thoroughly taking into consideration the business investment and the status of cash flows, among others.

Based on this basic policy, in light of recent performance trends and other factors, the Company has decided to pay an interim dividend per share of 1.30 yen for the fiscal year ending February 28, 2025, an increase of 0.10 yen from the dividend forecast of 1.20 yen announced on April 12, 2024. The Company has also revised the year-end dividend forecast to 1.20 yen per share, an increase of 0.10 yen from the forecast.

As a result, annual dividends for the fiscal year ending February 28, 2025 are projected to be 2.50 yen (dividend payout ratio: 30.4%).

(Note) The financial results forecasts above were prepared based on information currently available as of the date of disclosure of this material. Actual results may differ materially from the forecasts due to a variety of factors.