



## Regarding SUNSMILE INC. Joining AnyMind Group

AnyMind Group Inc. (TSE:5027)  
December 18, 2025

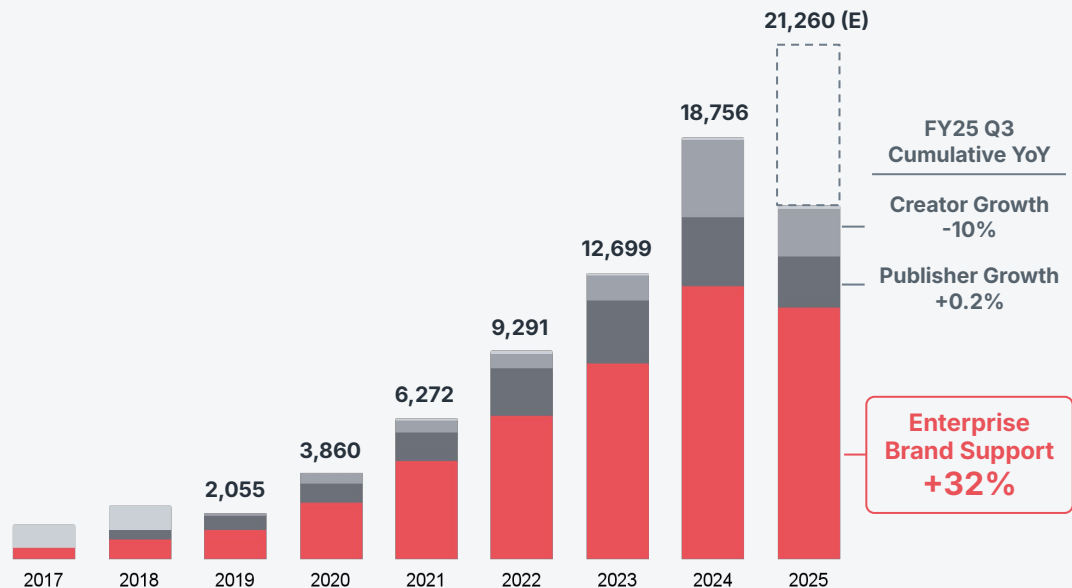


# Since Our Founding, the Enterprise Brand Support Business Has Driven Growth and Expanded the Group's Business Infrastructure

## Gross Profit Trend

(JPY MM)

■ Enterprise Brand Support ■ Publisher Growth ■ Creator Growth



## Gross Profit Growth Rate

**Total CAGR**  
(FY17→24 CAGR)

**+43%** ↑

**Total YoY**  
(FY25 Q1-Q3)

**+20%** ↑

**Enterprise Brand Support YoY**  
(FY25 Q1-Q3)

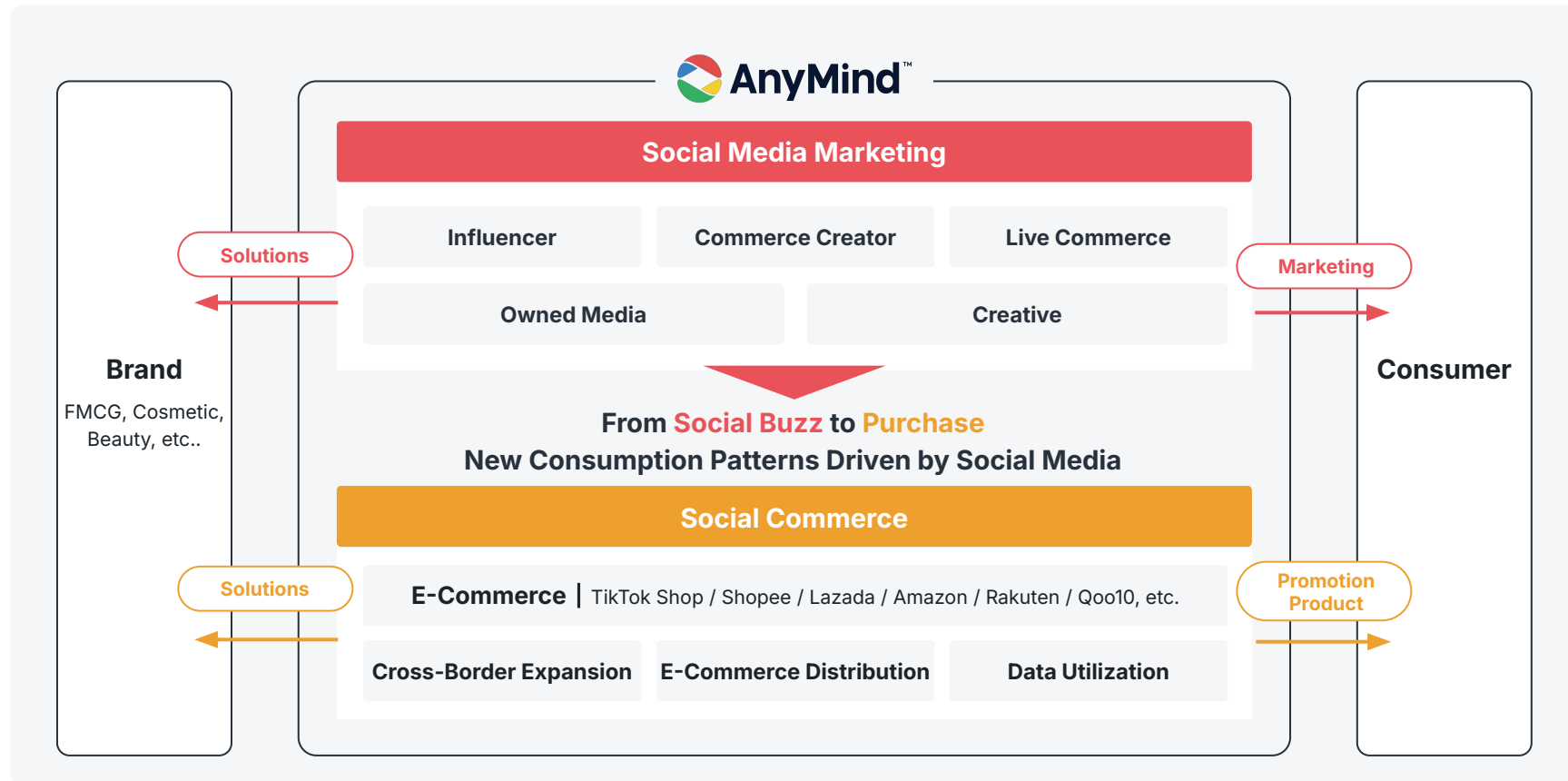
**+32%** ↑

Achieved a high growth rate exceeding 30% by evolving brand support services comprising social media marketing and social commerce.

Continuing growth in the Asian market by providing both technology utilization and operational support.

(1) As of September 30, 2025

# Providing Social Media Marketing and Commerce Solutions for Enterprises Across Asia



# Acquisition of 100% of Outstanding Shares of SUNSMILE: Distribution, Planning and Sales of Cosmetics and Beauty Products

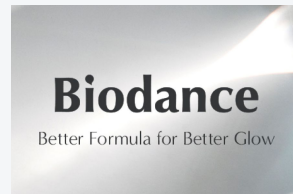
## Company Profile

# SUNSMILE

<b>Company Name</b>	SUNSMILE INC.
<b>Location</b>	Tokyo, Japan
<b>Foundation</b>	May, 1997
<b>Representative Director</b>	Tokuya Tanaka
<b>Business Description</b>	Brand distribution, planning & sales of in-house brands in the cosmetics and beauty sector
<b>Latest Financial Results*</b> (FY25/3)	Revenue: 6,812 million yen Gross Profit: 2,566 million yen Operating Profit: 450 million yen

\* Financial results are reference figures based on IFRS.  
Operating profit for the last twelve months (LTM) as of the end of June 2025 was 672 million yen

## Partner Brands & In-House Brands (Excerpts)



BioDance



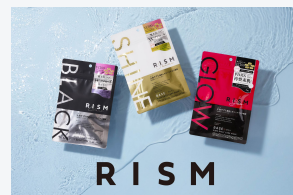
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# Establishing a Next-Generation Enterprise Brand Support Structure Connecting E-Commerce and Offline Distribution, Driven by Social Media

## Transaction Overview

**Scheduled Date of Share Acquisition** January 1st, 2026

**Total Share Acquisition Amount** 4.1 billion JPY

**Share Acquisition Ratio** 100%

**Method of Acquisition** Share transfer through cash and deposits\*

**Impact on Consolidated Financial Results** Expected to contribute to consolidated financial results from Q1 FY2026

\* The funds for this acquisition are intended to be covered by loans from financial institutions.

\* Net cash stood at approximately 3.1 billion yen as of September 30, 2025. We will maintain a solid financial position even after this borrowing, and we retain sufficient borrowing capacity to flexibly fund future growth investments.

## Purpose of Transaction

### 1. Establishing a Next-Generation Enterprise Brand Support Structure Linking Social Media, E-Commerce, and Offline Distribution

- Social commerce is advancing, particularly in the beauty sector, where purchasing behavior originates from social media and expands from e-commerce to physical stores..
- Through this transaction, we are integrating offline distribution with social media marketing and e-commerce support, establishing a structure capable of providing consistent support from demand created online to sales at physical stores.

### 2. Mutual Cross-Selling Leveraging Both Customer Bases

- For brands supported by SUNSMILE, we will expand social media marketing and e-commerce support.
- For our existing clients, we will provide brand expansion support including offline distribution.

### 3. Driving Further Evolution of Offline Distribution

- We will introduce AI-native operations and data utilization to the offline distribution domain.
- We will integrate our online data with SUNSMILE's offline distribution data and expertise to optimize cross-channel demand generation and brand growth.



## **Before**

**Creating demand originating from social media  
and supporting corporate brands with a focus on e-commerce**

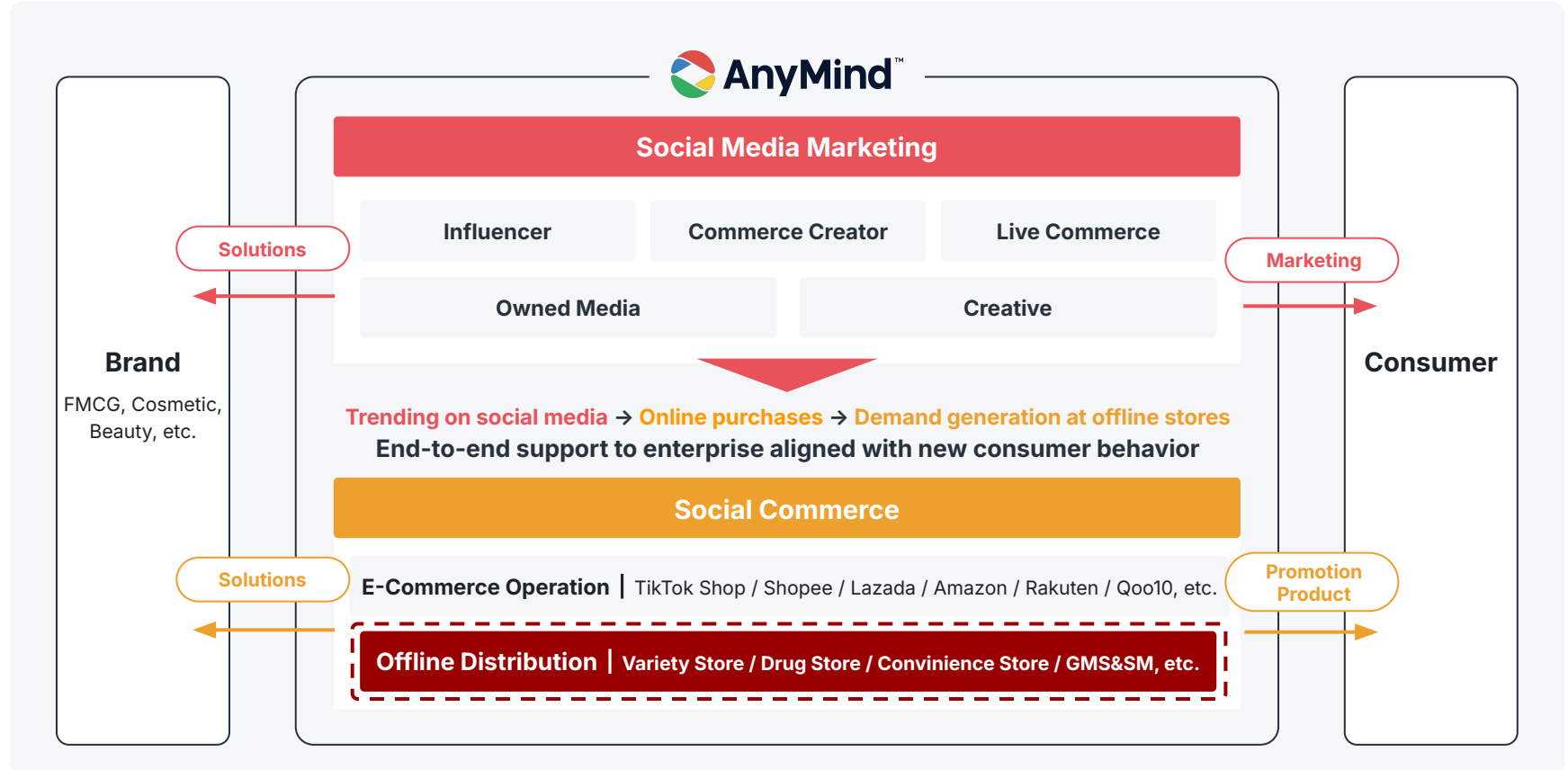


## **After**

**Providing end-to-end support for demand generated through social media,  
from e-commerce to offline distribution**

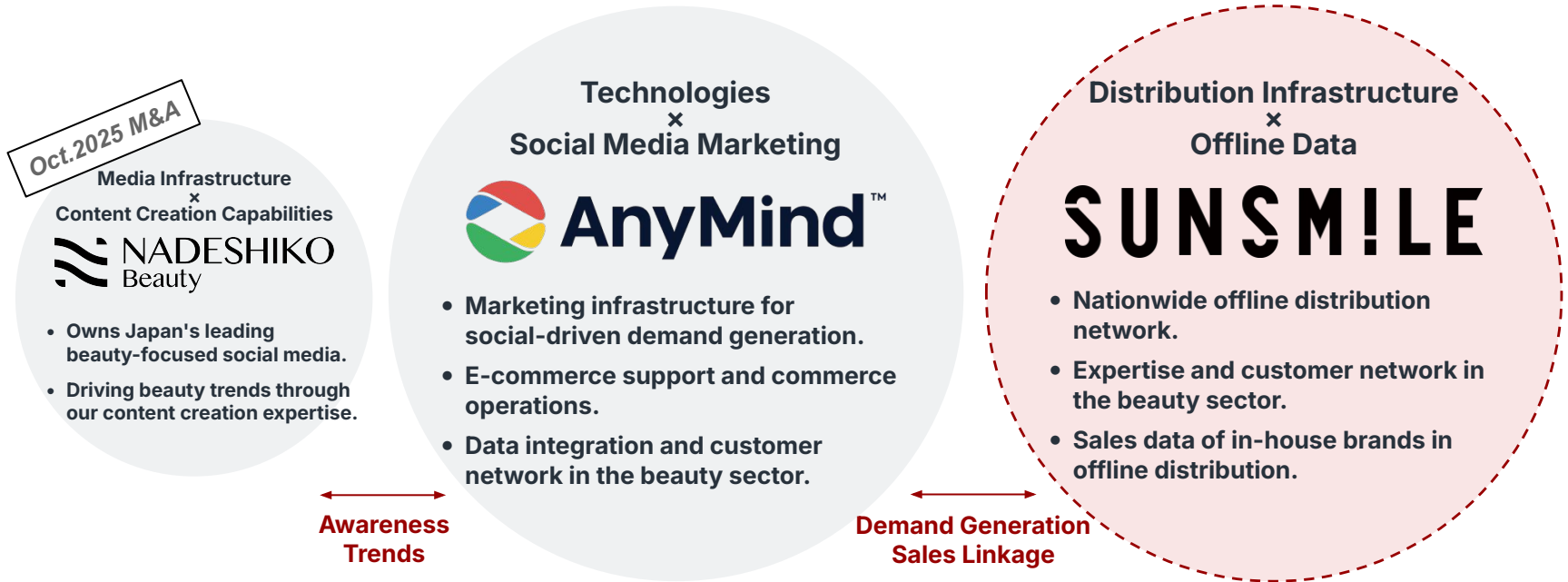


# End-to-End Support: From Online Awareness to Offline Sales



# Strategic Theme: Creating a Global Beauty Ecosystem

AnyMind elevates the consumer experience in the beauty sector by optimally connecting social-driven demand across e-commerce and offline distribution.



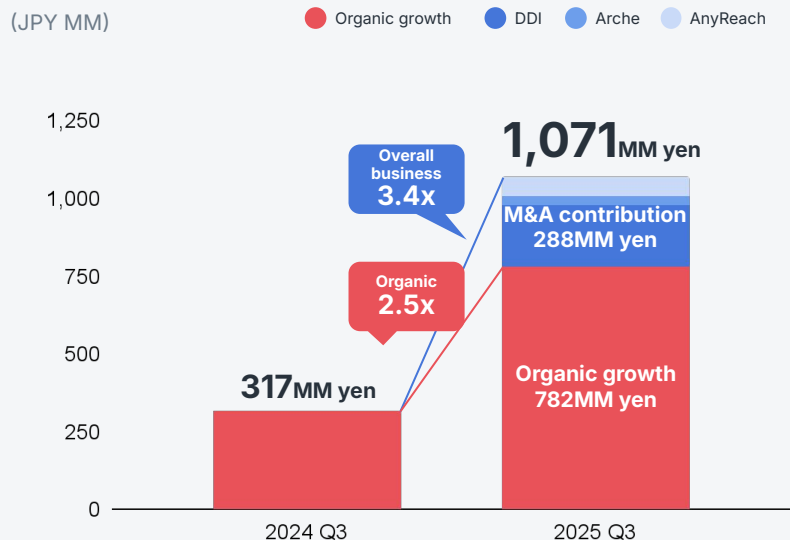
**Establishing a leading position in the commerce domain  
by integrating online and offline channels, starting from social media.**



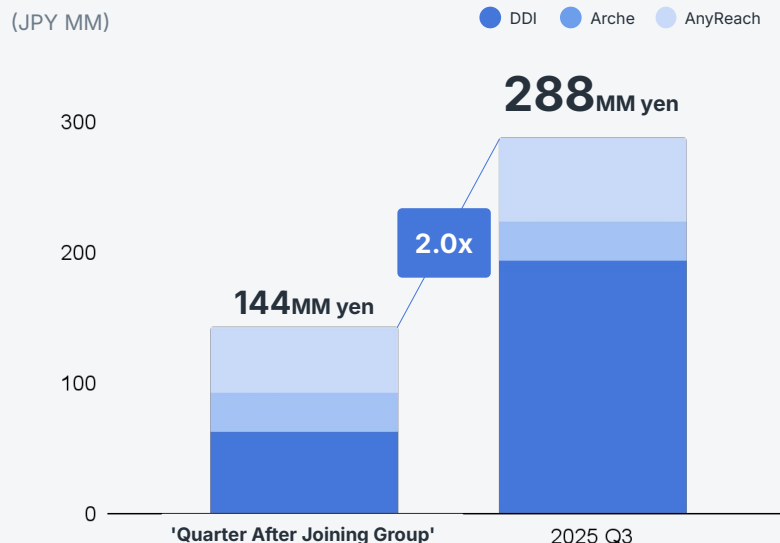
# PMI Track Record for M&A Executed Post-IPO

In our Enterprise D2C business, which is our M&A focus area, the three companies acquired post-IPO (DDI in Indonesia, Arche in Malaysia, and AnyReach in Japan) have achieved robust growth by leveraging business integration expertise accumulated through past M&A and generating synergies. This transaction represents an extension of our proven M&A expertise in the e-commerce sector to the offline retail domain.

## Organic Growth and M&A Contribution to Performance: GP Trends in Enterprise D2C Business<sup>(1)</sup>



## Post-acquisition Gross Profit Growth of the Acquired Companies<sup>(2)</sup>



(1)'Organic growth' refers to the gross profit of this business excluding M&A in the enterprise e-commerce sector (DDI, Arche, AnyReach)

(2)'Quarter After Joining Group' refers to the period when each company's performance was first recorded for a full quarter after joining the group. DDI: Q4 2023, Arche: Q3 2024, AnyReach: Q2 2025

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