

1Q FY12/26

Business Results Briefing Material

Broadleaf Co., Ltd

May 13, 2026

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Business Results for 1Q FY12/2026

Business Environment

Favorable



- Demand for DX enhancements among customers remains firm, driven by labor shortages and the increasing need for operational efficiency
- Although the impact of the situation in the Middle East has not been significant to date, potential spillover effects on customers' businesses require close attention

Business Progress

Steady



- Focused on implementation activities to ensure migration to cloud services according to the timeline set for each customer
- Strengthened individual support to address increasingly sophisticated and diversified needs, particularly among major customers

Business Results

Strong



- Achieved the highest first-quarter results since the application of the revenue recognition standard in FY2021
- Progress against both first-half and full-year forecasts remained on track

• Customers continued to invest in digital transformation, and the business environment surrounding the Company remained favorable.

• With regard to the situation in the Middle East, the direct impact on the Company's business is currently limited. However, if shortages in the supply of automotive oils, paints, parts, and other related products become prolonged, this could affect customers' businesses and their willingness to invest in IT. Accordingly, the Company is closely monitoring future developments.

• At present, there are concerns over a decline in supply volumes for certain products. However, the Company recognizes that customers are currently able to respond to a certain extent, including through inventories.

• In the automobile maintenance industry, there is essential demand for services such as vehicle inspections and legally required inspections. In addition, many independent parts wholesalers, maintenance shops, and body repair shops hold a certain level of parts inventory.

• Demand for vehicle inspections, legally required inspections, and ordinary repair work has also continued, and no significant impact has been observed at this point.

• Under these circumstances, customers have continued their DX initiatives, and demand for the Company's services has remained firm.

• In the first quarter, various initiatives, including the penetration of cloud services, progressed steadily. As a result, the Company achieved record-high first-quarter performance since the adoption of consolidated financial statements.

• Progress against both first-half and full-year forecasts also remained on track.

Under the favorable business environment, we continued to enhance the value we provide, achieving significant increases in both revenue and profit

(Millions of yen)	FY2026 1Q	FY2025 1Q	YoY change	YoY ratio
Revenue	5,516	4,758	+758	+15.9%
Cost of sales	1,767	1,638	+129	+7.9%
Gross profit	3,749	3,120	+629	+20.2%
SG&A expenses, etc.	2,896	2,767	+129	+4.7%
Operating profit	853	353	+500	+141.8%
Quarterly profit before tax	834	298	+536	+180.0%
Quarterly profit attributable to owners of the parent	540	196	+344	+175.1%
Basic earnings per share for the quarter	5.98 yen	2.19 yen	-	-

- Revenue increased 15.9% year on year to 5,516 million yen.
- Operating profit increased 141.8% year on year to 853 million yen, and profit for the period attributable to owners of the parent increased 175.1% year on year to 540 million yen.
- As the Company has continued to enhance the value of its services, including cloud services, revenue, operating profit, and profit for the period all increased significantly.

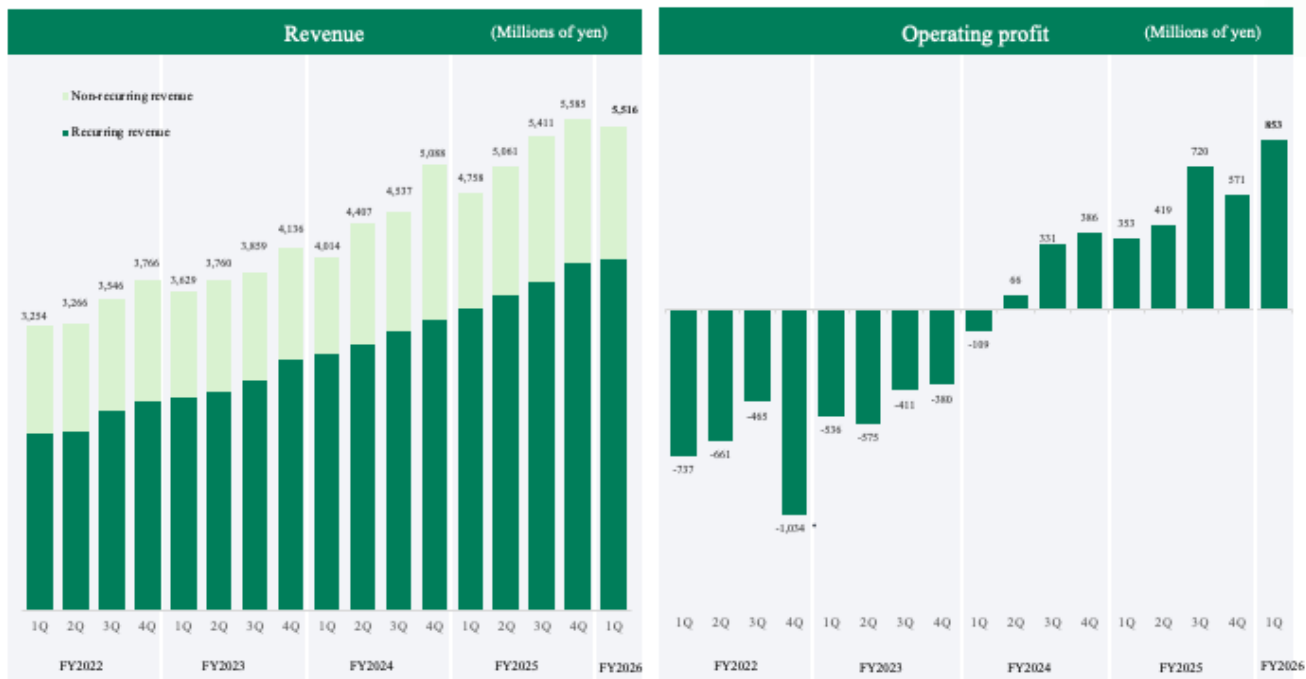
Promoting migration to high-value-added cloud services as packaged system contracts expire

(Millions of yen)	FY2026 1Q	FY2025 1Q	YoY change	YoY ratio
Cloud services	3,398	2,490	+908	+36.5%
Software services	3,279	2,356	+923	+39.2%
Software	2,920	2,098	+822	+39.2%
Maintenance contract	192	127	+65	+51.2%
Initial setup	166	130	+36	+27.5%
Marketplace	119	134	-15	-11.0%
Packaged system	1,350	1,610	-259	-16.1%
Software sales	468	393	+76	+19.3%
Operation and support service	882	1,217	-335	-27.5%
Others	768	659	+109	+16.6%
Hardware	605	489	+115	+23.6%
Supply	163	170	-6	-3.6%
Total	5,516	4,758	+758	+15.9%
Recurring revenue*	3,995	3,442	+552	+16.0%
Recurring revenue ratio	72.4%	72.3%	-	-

*Current sales: Total of software, maintenance contract cost, and operation and support service for software services

- Cloud services revenue increased 36.5% year on year to 3,398 million yen.
- Package systems revenue decreased 16.1% year on year to 1,350 million yen.
- This was mainly due to the steady progress in customers' transition to cloud software, which led to a decrease in operations and support revenue, while software services revenue increased.
- Other revenue increased 16.6% year on year to 768 million yen, supported by firm demand for PC replacements in line with software migration.

In line with the penetration of cloud services, recurring revenue continues to increase, driving strong profit growth

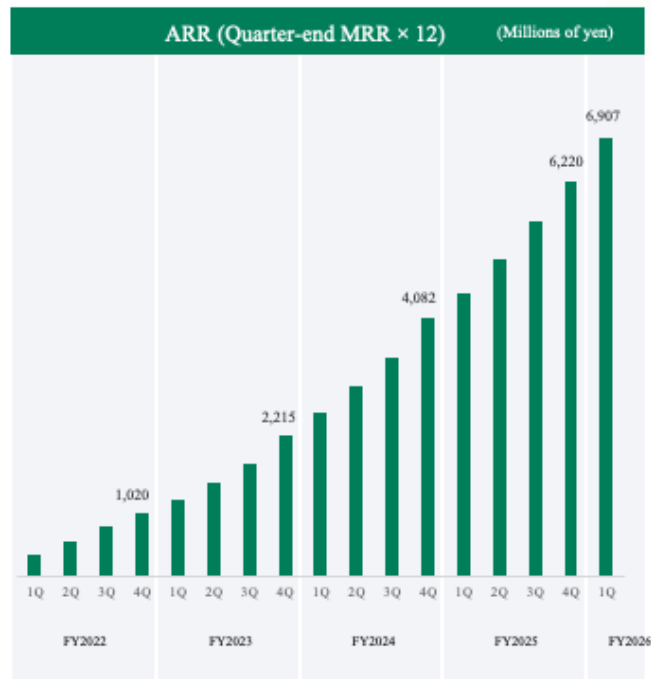
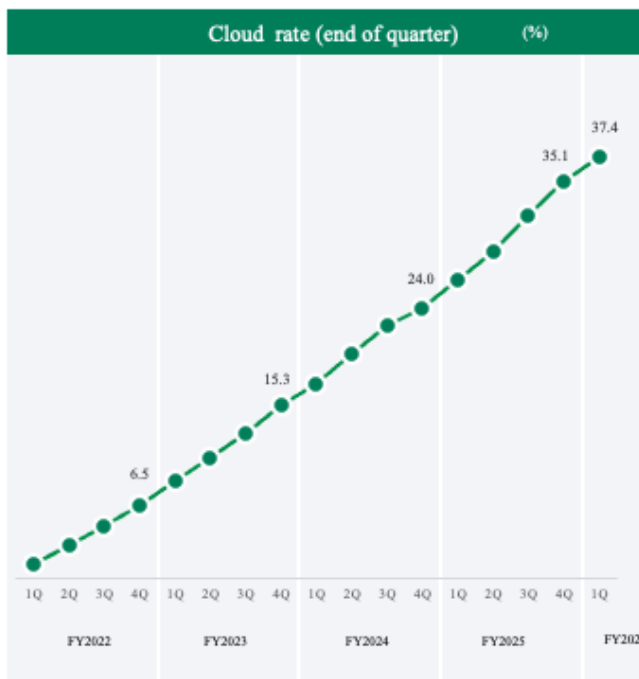


* In Q4 FY2022, impairment of subsidiary goodwill was recorded (-615 million yen)



- Since the full-scale transition to a subscription-based revenue model in 2022, the Company has continued to achieve a trend of revenue and profit growth.
- As cloud services have continued to penetrate the customer base, recurring revenue, mainly subscription revenue, has continued to increase.
- Although non-recurring revenue, such as hardware sales, fluctuates from quarter to quarter, the Company has a revenue structure in which operating profit increases as recurring revenue grows.
- As a result, as the penetration of cloud services progresses, quarterly operating profit has been on a trend of reaching new record highs.

The increase in the cloud rate toward 100% by the end of 2028 is one of the key drivers of ARR growth

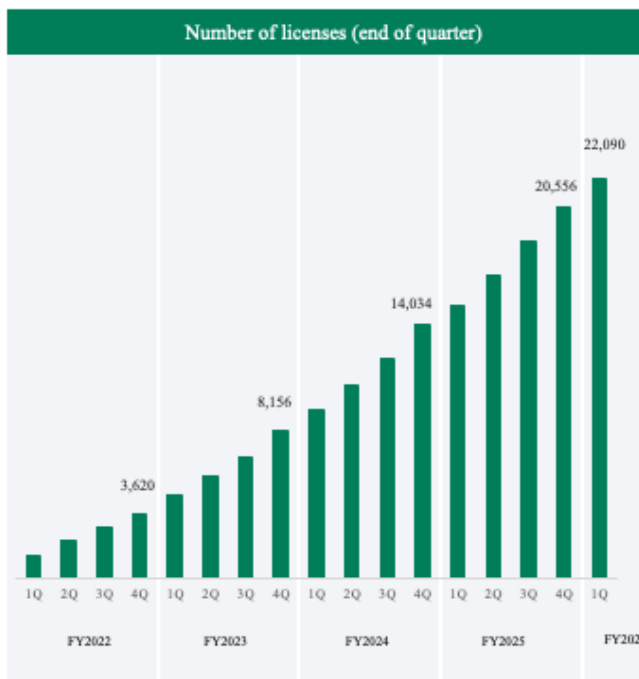


Note: Cloud adoption rate refers to the percentage of companies that have adopted cloud software among all target companies for released cloud software.



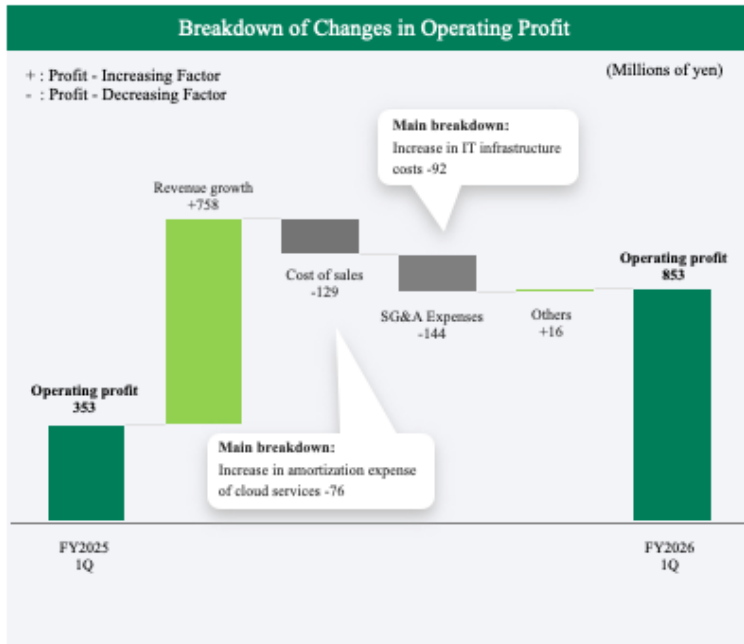
- The Company’s main cloud service offering is cloud software, which has been rolled out on a full scale since 2022.
- The cloud rate, which represents the percentage of cloud software users among all software users in terms of the number of companies, reached 37.4% at the end of the first quarter and has continued to rise steadily.
- ARR, which represents the annualized value of revenue, reached 6,907 million yen and has continued to increase in line with the rise in the cloud adoption rate.

ARPL continued to increase, reflecting a higher proportion of installations among major and semi-major customers



- The number of licenses at the end of the first quarter was 22,090.
- ARPL, which represents average monthly revenue per license, was 26,058 yen.
- The increase in ARPL was attributable to a higher proportion of licenses with higher usage fees, and was not due to price increases.
- As functions are added and the performance of cloud software is enhanced, the Company is expanding its lineup of higher value-added license menus.
- Against this backdrop, an increasing number of customers, mainly semi-large and large customers, are selecting higher value-added menus.
- From 2026 to 2027, many semi-large and large customers are scheduled to switch to cloud software, and ARPL is expected to rise further.

Continued investing in functional enhancements and performance improvements in parallel with customers' progress in cloud migration



Cost of sales

- Cloud amortization expenses increased due to functional enhancements of cloud software
- Purchase costs increased due to higher hardware revenue, mainly from PCs

SG&A expenses

- IT infrastructure costs for providing cloud services increased
- Advertising expenses increased due to more active service promotion activities

- Cost of sales increased 129 million yen year on year.
- This was mainly due to an increase in amortization expenses associated with functional enhancements to cloud software, as well as an increase in purchases accompanying higher revenue from hardware sales, mainly PCs.
- Selling, general and administrative expenses increased 144 million yen year on year.
- This was mainly due to an increase in IT infrastructure expenses related to the provision of cloud services, as well as an increase in advertising expenses associated with more active promotional activities.

Continuing development investments aimed at enhancing the added value of cloud services

(Millions of yen)	FY2026 1Q	FY2025 Year-end	YoY change	Main change factors
Current assets	7,515	8,464	-949	Cash and cash equivalents -728 Trade and other receivables -292
Non-current assets	34,425	32,960	+1,464	Property, plant and equipment +1,003* Intangible assets +461
Total assets	41,940	41,425	+516	-
Current liabilities	14,689	15,344	-655	Other current liabilities -453
Non-current liabilities	2,642	1,788	+855	Long-term interest-bearing debts +861
Total liabilities	17,332	17,132	+200	-
Total equity	24,608	24,293	+316	Net income +529
Total liabilities and equity	41,940	41,425	+516	-

* Renewal of the lease agreement for Broadleaf's head office building

- Total assets at the end of the first quarter increased 516 million yen from the end of the previous fiscal year to 41,940 million yen.
- While cash and cash equivalents decreased, intangible assets increased due to development investments aimed at enhancing the added value of cloud services.
- Property, plant and equipment also increased due to the application of IFRS 16 in connection with the renewal of the lease agreement for the head office building.
- Total liabilities increased 200 million yen from the end of the previous fiscal year to 17,332 million yen, mainly due to an increase in long-term interest-bearing liabilities.
- Total equity increased 316 million yen from the end of the previous fiscal year to 24,608 million yen, mainly due to the recording of profit for the period.

Investment in intangible assets, mainly for cloud functional enhancements, decreased year on year

(Millions of yen)	FY2026 1Q	FY2025 1Q	YoY change	Main change factors
Cash flows from operating activities	1,242	337	+905	Increase in profit before tax +536 Decrease in trade and other receivables +152
Cash flows from investment activities	-1,120	-1,171	+51	Decrease in payments for acquisition of intangible assets +59
Cash flows from financing activities	-850	-158	-692	Net decrease in short-term borrowings -500 Increase in cash dividends paid -137
Free cash flow	122	-834	+956	-
Cash and cash equivalents at the end of the period	3,393	3,333	+60	-

- Cash flows from operating activities increased 905 million yen year on year to 1,242 million yen.
- This reflected steady progress in revenue and profit growth.
- Cash flows from investing activities decreased 51 million yen, resulting in an outflow of 1,120 million yen.
- Although the Company continued to make investments aimed at enhancing the added value of cloud services, the amount of investment remained at approximately the same level as the previous year.
- Cash flows from financing activities resulted in an outflow of 850 million yen, mainly due to a net decrease in short-term borrowings and the payment of dividends.
- As a result, free cash flow increased 956 million yen year on year to 122 million yen.

First-Half and Full-Year Forecasts for FY12/2026

Only the cost structure has been revised; forecasts for revenue, operating profit and below remain unchanged

(Millions of yen)	FY2026 Current forecast for the 1H	FY2026 Previous forecast for the 1H*	Change	FY2025 1H	YoY change	YoY ratio
Revenue	10,400	10,400	±0	9,819	+581	+5.9%
Cost of sales	3,300	3,100	+200	3,448	-148	-4.3%
Gross profit	7,100	7,300	-200	6,371	+729	+11.4%
SG&A expenses, etc.	6,000	6,200	-200	5,600	+400	+7.1%
Operating profit	1,100	1,100	±0	771	+329	+42.6%
Interim profit before tax	1,050	1,050	±0	600	+450	+75.0%
Interim profit attributable to owners of the parent	700	700	±0	417	+283	+68.0%
Basic interim earnings per share	7.74 yen	7.74 yen	-	4.64 yen	+3.10 yen	-

* Announced on February 12, 2026

- For the first-half forecast, the Company revised only the cost composition, while leaving the forecasts for revenue, operating profit, and subsequent profit items unchanged.
- The Company forecasts revenue of 10,400 million yen, operating profit of 1,100 million yen, and interim profit attributable to owners of the parent of 700 million yen.

Cloud adoption is progressing in line with the plan, with no change to the forecast for software services

(Millions of yen)	FY2026 Current forecast for the 1H	FY2026 Previous forecast for the 1H*	Change	FY2025 1H	YoY change	YoY ratio
Cloud services	6,950	7,000	-50	5,336	+1,614	+30.2%
Software services	6,700	6,700	±0	5,076	+1,624	+32.0%
Marketplace	250	300	-50	260	-10	-4.0%
Packaged system	2,350	2,600	-250	3,002	-652	-21.7%
Software sales	700	600	+100	719	-19	-2.6%
Operation and support service	1,650	2,000	-350	2,283	-633	-27.7%
Others	1,100	800	+300	1,481	-381	-25.7%
Hardware	800	500	+300	1,142	-342	-29.9%
Supply	300	300	±0	340	-40	-11.7%
Total	10,400	10,400	±0	9,819	+581	+5.9%

* Announced on February 12, 2026



- Based on first-quarter revenue results, the Company updated the breakdown of its first-half revenue forecast.
- In line with the progress of cloud migration, the Company lowered its revenue forecast for operations and support.
- On the other hand, as a large project at a subsidiary is expected to shift to a later period, the revenue forecast for software services was left unchanged.
- In addition, the forecast for other revenue was revised to reflect stronger-than-initially-expected replacement demand for hardware, mainly PCs.

As with the first-half forecast, only the cost structure has been revised, and operating profit is expected to reach a record high since the Company's founding

(Millions of yen)	FY2026 Current forecast	FY2026 Previous forecast	Change	FY2025 Full-year	YoY change	YoY ratio
Revenue	23,500	23,500	±0	20,815	+2,685	+12.9%
Cost of sales	7,000	6,500	+500	7,296	-296	-4.1%
Gross profit	16,500	17,000	-500	13,520	+2,980	+22.0%
SG&A expenses, etc.	11,700	12,200	-500	11,457	+243	+2.1%
Operating profit	4,800	4,800	±0	2,063	+2,737	+132.7%
Profit before tax	4,750	4,750	±0	1,854	+2,896	+156.2%
Profit attributable to owners of the parent	3,200	3,200	±0	1,240	+1,960	+158.0%
Basic earnings per share	35.35 yen	35.35 yen	-	13.79 yen	+21.56 yen	-

* Announced on February 12, 2026

- For the full-year forecast, as with the first-half forecast, the Company revised only the cost composition, while leaving the forecasts for revenue, operating profit, and subsequent profit items unchanged.
- The Company forecasts revenue of 23,500 million yen and operating profit of 4,800 million yen.
- Operating profit of 4,800 million yen is expected to represent a record-high operating profit since the Company's founding in 2005.

Full-year Sales Forecast by Service Category

First-Half and Full-Year Forecasts for FY12/2026

The outlook remains unchanged for software services, the key driver of revenue growth, to accelerate in the second half

(Millions of yen)	FY2026 Current forecast	FY2026 Previous forecast*	Change	FY2025 Full-year	YoY change	YoY ratio
Cloud services	15,600	15,700	-100	11,832	+3,768	+31.8%
Software services	15,000	15,000	±0	11,302	+3,698	+32.7%
Marketplace	600	700	-100	530	+70	+13.2%
Packaged system	5,000	5,500	-500	5,699	-699	-12.3%
Software sales	1,800	1,600	+200	1,441	+359	+24.9%
Operation and support service	3,200	3,900	-700	4,258	-1,058	-24.8%
Others	2,900	2,300	+600	3,285	-385	-11.7%
Hardware	2,300	1,700	+600	2,613	-313	-12.0%
Supply	600	600	±0	672	-72	-10.7%
Total	23,500	23,500	±0	20,815	+2,685	+12.9%

* Announced on February 12, 2026

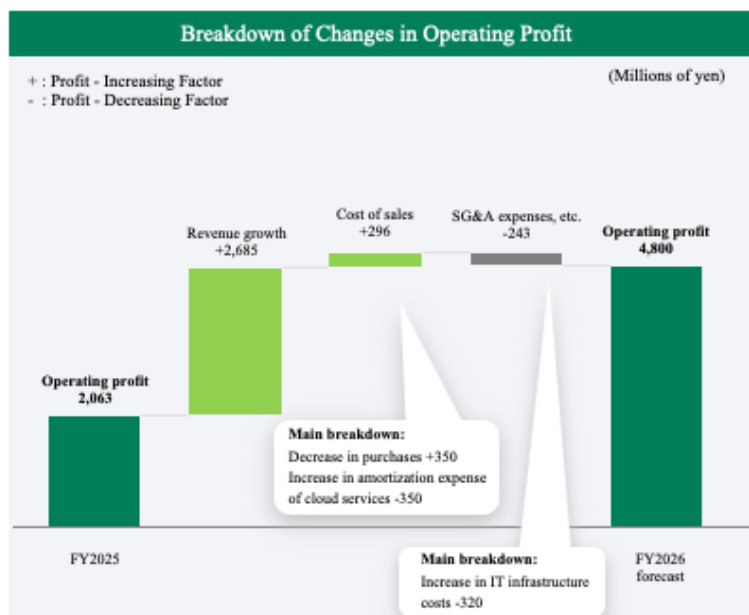


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- The breakdown of the full-year revenue forecast was also updated in the same direction as the first-half forecast.
- The revenue forecast for software services was left unchanged, as certain uncertainties remain, including the impact of the situation in the Middle East and the timing of revenue recognition for a large project at a subsidiary.
- For marketplace revenue, the forecast was revised downward by 100 million yen to reflect transaction trends on the legacy ordering platform.
- Meanwhile, the revenue forecasts for package systems and other revenue were revised to reflect firm software sales for non-mobility industries, as well as strong hardware sales.

Total costs for the full year (cost of sales + SG&A expenses) will be controlled to remain at the previous fiscal year's level



Cost of sales

- Purchases decrease, reflecting the normalization of PC replacement demand
- Cloud amortization expenses increase, reflecting functional enhancements of cloud software
- Development costs recorded in cost of sales decrease

SG&A expenses, etc.

- IT infrastructure costs increase in line with the provision of cloud services
- Travel and advertising expenses increase, reflecting more active sales and promotional activities
- Strengthening recruitment and development of highly skilled personnel to accelerate business growth in the AI era
- Reducing various expenses through operational efficiency improvements driven by the active use of AI

- For the full year, the Company intends to keep total costs, including cost of sales and selling, general and administrative expenses, at around the same level as the previous fiscal year.
- While purchases are expected to decrease as PC replacement demand settles down, expenses related to enhancing the added value of cloud services are expected to increase.
- The Company will work to control total costs by optimizing various expenses, including through operational efficiency improvements driven by the active use of AI.

Dividend policy will be reviewed as appropriate from a comprehensive perspective, including share liquidity

Dividend per Share

	FY2026 forecast	FY2025
Interim dividends	7.50 yen	2.50 yen
Year-end dividends	7.50 yen	3.50 yen
Annual dividend	15.00 yen	6.00 yen
Dividend Payout Ratio	42.4%	43.5%

Dividend Policy

[Basic Policy]

The Company positions shareholder returns as an important management priority and targets a consolidated dividend payout ratio of [40% or higher].

To enhance shareholder value, the Company will implement shareholder return measures flexibly and agilely from a comprehensive perspective, including share liquidity.

[Supplementary Information]

From FY12/2027 onward, the Company expects to continue achieving record-high profits and intends to optimize its capital policy in conjunction with the formulation of new growth strategies for the AI era.

- The dividend forecast is 7.5 yen for the interim dividend, 7.5 yen for the year-end dividend, and 15.0 yen for the annual dividend.
- The Company will continue to consider its dividend policy from a comprehensive perspective, including share liquidity, with the aim of enhancing shareholder value.
- Over the medium to long term, the Company will also work to optimize its capital policy, while considering new growth strategies for the AI era.

Ordering Platform

Profit margins increase as revenue grows, reflecting high operating leverage in the revenue structure

(Millions of yen)	Actual results				Forecast*1		
	FY2022	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028
Revenue	13,833	15,385	18,045	20,815	23,500	27,500	32,000
Operating profit*2	-2,897	-1,902	674	2,063	4,800	9,000	13,000
Operating profit rate	-	-	3.7%	9.9%	20.4%	32.7%	40.6%
Profit attributable to owners of the parent*2	-2,431	-1,487	343	1,240	3,200	6,000	8,500
Return on revenue	-	-	1.9%	6.0%	13.6%	21.8%	26.6%
Basic earnings per share*3	-	-	3.85	13.79	35.35	66.28	93.90

*1 Disclosed on February 12, 2026

*2 "-" indicates a loss

*3 Calculated using the number of shares outstanding at the end of FY2025

- In its medium-term management plan, the Company places the highest priority on achieving operating profit of 13,000 million yen in FY2028.
- To achieve operating profit of 13,000 million yen, the Company needs to increase revenue to 32,000 million yen in FY2028.

Marketplace is also expected to contribute to revenue growth from FY12/2027 onward







(Millions of yen)	Actual results				Forecast*		
	FY2022	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028
Cloud services	2,748	5,459	8,210	11,832	15,600	20,900	26,800
Software services	2,078	4,810	7,626	11,302	15,000	19,600	24,300
Marketplace	670	649	584	530	600	1,300	2,500
Packaged system	9,230	8,021	7,450	5,699	5,000	4,500	3,300
Software sales	2,430	1,828	1,941	1,441	1,800	1,600	1,500
Operation and support service	6,800	6,194	5,508	4,258	3,200	2,900	1,800
Others	1,854	1,904	2,386	3,285	2,900	2,100	1,900
Hardware	1,108	1,156	1,689	2,613	2,300	1,500	1,300
Supply	746	749	697	672	600	600	600
Total	13,833	15,385	18,045	20,815	23,500	27,500	32,000

* FY2026 figures were disclosed on May 13, 2026
 FY2027 and FY2028 figures were disclosed on February 12, 2026

- While software services are expected to drive revenue growth, marketplace revenue is also planned to contribute to revenue growth from 2027 onward.
- Marketplace revenue is linked to transaction volume on the ordering platform.
- For this reason, the cloud software implementation currently being promoted among semi-large and large-scale business operators, including parts wholesalers, represents an important initiative for expanding marketplace revenue from next fiscal year onward.

Marketplace revenue consists of transaction fees from the ordering platform and other related revenues

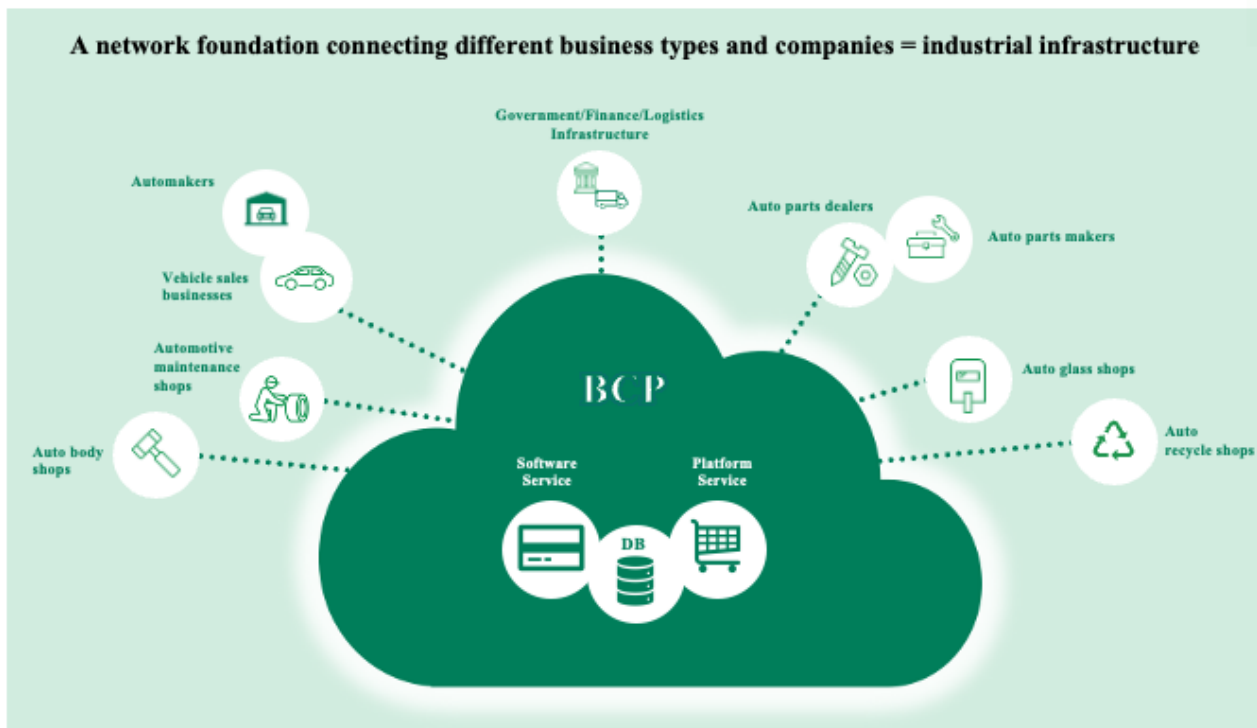
Ordering Platform (Automotive Repair Parts Version)

	EDI	B2B EC
Suitable transactions	 <p>Transactions involving standard items, recurring orders, and fixed trading partners</p>	 <p>Transactions with new trading partners for comparison purchasing and spot procurement</p>
Seller benefits	 <p>Streamline order-taking operations with existing customers</p> <ul style="list-style-type: none"> Reduce labor required for order processing Improve efficiency in document preparation, sending, and receiving 	 <p>Expand touchpoints with new customers and sales channels</p> <ul style="list-style-type: none"> Enable sales to customers beyond existing accounts Improve inventory turnover Expand sales opportunities
Buyer benefits	 <p>Quickly and accurately procure regularly used parts</p> <ul style="list-style-type: none"> Easily reorder standard items Streamline delivery date confirmation and arrangements 	 <p>Expand purchasing options and buy under optimal terms</p> <ul style="list-style-type: none"> Procure from a wide range of listed items Easily compare prices and delivery dates Easily find the required parts

The number of transactions and transaction value on the ordering platform are expected to increase as cloud software adoption among parts wholesalers, the main sellers on the platform, progresses from mid-2026 onward

- Marketplace revenue consists primarily of fees related to the use of the ordering platform provided by the Company.
- As parts wholesalers, which are the main sellers on the ordering platform, switch to cloud software, the new ordering platform will begin full-scale operations.
- The transition of major parts wholesalers to cloud software is concentrated from around the middle of 2026 onward, and transaction volume on the platform is expected to increase thereafter.
- Until now, only the legacy ordering platform has been in operation, and transaction volume on the legacy platform has been declining as maintenance shops, which are the main buyers, have switched to cloud software.
- Going forward, the new ordering platform will operate in parallel with the legacy platform. This is expected to expand participation by both sellers and buyers, leading to an increase in the number and value of transactions.
- Marketplace revenue is planned based on the overall transaction volume of the ordering platform, reflecting this expansion in the number of buying and selling participants.

**BCP serves as a network foundation for the mobility industry,
with cloud software positioned as one of its service offerings and entry points to the platform**



- The Company provides various services based on the Broadleaf Cloud Platform (BCP), a proprietary common platform developed in-house.
- BCP serves as the foundation for providing cloud software and platform services. The Company positions BCP as a network foundation that supports the mobility industry, or in other words, as industrial infrastructure.
- Cloud software is one of the service menus developed based on BCP, and at the same time, it also serves as one of the entry points through which customers connect to BCP.
- The ordering platform may easily be viewed as an extended function of cloud software. However, by nature, it is a separate service, and the market it addresses is also different.
- The value of the Company's business lies not only in its software business, but also in the value of its platform services.
- Going forward, in addition to its software business, the Company will also strengthen its communication regarding platform services.

Topics

In March 2026, we began providing Maintenance.c, a cloud service for automotive maintenance shops, to WECARS Co., Ltd., which is invested in by ITOCHU Corporation and others, to help ensure transparency and operational integrity in vehicle inspection services across its nationwide service network.



Note: The text shown in the photo are in Japanese only.

WECARS is working to strengthen compliance by enhancing the visibility of maintenance work and electronically storing work records. The introduction of Broadleaf's cloud service, Maintenance.c, will serve as a foundation for ensuring that these initiatives are implemented more reliably.



Click here for details



https://www.broadleaf.co.jp/company/press/press_detail/?itemid=352&dispmid=1002
(Available in Japanese only)

'GrowLeaf Project' Receives Environmental Contribution Award

Topics

The project received the Environmental Contribution Award at the Car, Culture, Society and Partnership Awards (CSP Awards), organized by the Automobile Business & Culture Association of Japan (ABAJ). (Announced in March 2026)



Note: The text and names of the individuals shown in the photo are in Japanese only. For details, please refer to the Japanese version.

A defining feature of this project is its corporate participation model, under which initiatives that cannot be achieved by a single company alone are advanced together with companies that share the project's purpose. Today, the project has grown to include more than 130 participating companies from a wide range of industries, including mobility-related businesses such as maintenance shops, auto body shops, vehicle dealers, and auto parts wholesalers, as well as megabanks and leasing companies, and operates as a partnership-based platform for contributing to the SDGs.

Click here for details



https://www.broadleaf.co.jp/company/press/press_detail/?itemid=351&dispmid=1002
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Broadleaf was featured in the June 2026 issue of Diamond ZAi, published in April 2026.



In the article, Broadleaf was featured as a cloud-related stock not easily substituted by AI, highlighting the strengths of its proprietary database accumulated over many years, as well as expectations for future earnings growth and dividend increases.

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Accordingly, actual results may differ materially from those expressed or implied by these forward-looking statements due to various factors.

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