

July 16, 2025

To Our Valued Stakeholders

Company Name	GENDA Inc.	
Name of Representative	Representative Director,	Nao Kataoka
	President and CEO	
	(Code No.: 9166 Tokyo Stock Exchange Growth Market)	
Contact information	Managing Director, CFO	Taiju Watanabe
		(TEL 03-6281-4781)

Notice Concerning Issuance of GENDA Sales Progress Report (July 2025)

We hereby announce the revenue by segment and topics for June 2025. Please kindly note that the figures are preliminary and may be revised later.

(Unit: million yen)		Single Month Comparison			Cumulative Comparison		
Name of Segment		June 2024	June 2025	YoY	Feb-June 2024	Feb-June 2025	YoY
Entertainment Platform Business	Amusement	5,141	8,367	+62.7%	26,329	39,806	+51.1%
	Karaoke	1,589	1,974	+24.2%	8,429	10,680	+26.6%
	Tourism	-	210	-%	-	974	-%
	F&B	311	385	+23.9%	1,063	1,751	+64.6%
	Sub-total	7,042	10,938	+55.3%	35,823	53,212	+48.5%
Entertainment Contents Business	Character MD	807	757	-6.2%	3,168	2,965	-6.4%
	Contents & Promotion	107	390	+261.3%	1,886	2,334	+23.7%
	Sub-total	915	1,147	+25.3%	5,055	5,300	+4.8%
Grand total		7,958	12,085	+51.8%	40,878	58,512	+43.1%

JULY
2025

GENDA Store Development Progress Report

Period covered: June 1 - June 30, 2025

1. “GiGO Viva Mall Saitama Ooi” opened at the largest commercial facility in the West Saitama area!

On the 6th, “GiGO Viva Mall Saitama Ooi” opened on the second floor of Plaza Building in Viva Mall Saitama Ooi, a large-scale commercial facility in Fujimino city, Saitama. The spacious 1,209sqm store is unified in GiGO blue, and offers a wide variety of game machines, including claw machines, medal games, music games and kids’ games. There is also “Kids Market” where you can play games, collect points and exchange them for snacks and other goodies. It is a place designed for all ages, from kids to adults, to enjoy every day. Since opening, the store has become a major draw, especially for local families, and an unexpectedly high number of Gen α and Gen Z kids and students. Immediately after opening, visitor numbers were five times higher than projected, and they remain more than double expectations. It is now a consistently packed spot, bustling with people daily.



GiGO Viva Mall Saitama Ooi



Kids Market



The lively store with a variety of customers

2. “Tamagotchi” plush toys began rolling out at mini-locations in North America

In early July, we finally began full-scale deployment of our Japanese anime IP prizes. At mini-locations of Kiddleton, National Entertainment Network (NEN), Player One and Barberio, which joined GENDA in early July, in addition to “Sanrio” and “Godzilla,” which were disclosed in the FY2026/1 1Q financial results announcement, we have now launched “Tamagotchi,” which is already delighting local fans.



Customer who won “Mametchi”



Inside Kiddleton Little Tokyo, LA

3. Player One: Add on initiative is surpassing SWAP one, delivering superior results in both investment efficiency and sales impact

The Add on (new machine expansion) initiative*1, which has been implemented at Player One even before it was consolidated, has seen an exceptionally strong start.

- (1) While SWAP involves “replacing existing machines,” Add on refers to “installing new ones,” allowing us to generate pure sales growth (without replacing existing sales). Even if Add on achieves the same per-machine sales as SWAP, Add on stands out with a significantly quicker cash recoupment. Therefore, Player One, with its spacious premises allowing for numerous Add on installations, can expect performance improvements with high investment efficiency.
- (2) Player One’s locations that implemented the Add on initiative recorded sales results exceeding expectations. While the average sales increase from SWAP across NEN’s 515 locations was +110%, with an average monthly sales of about \$500 per machine, the Add on initiative locations recorded a higher achievement of approximately \$1,000 per machine.

Our Add on initiative at Player One has seen an extremely promising start from two perspectives; (1) “its higher investment efficiency compared to SWAP for the same per-machine sales,” and (2) “its actual per-machine sales significantly surpassing SWAP.”

*1: PMI measure to install additional mini claw machines and Japanese-style Kawaii prizes in vacant store space

■ Add on Initiative (Sites for Player One’s live location tests)



CUT CINEMARK FRISCO



CINEMARK 17 (Dallas)

SWAP (NEN)



Replace all existing machines

Add on (Player One)



Leveraging the spacious area, add more game machines while keeping the existing ones

GENDA: