

October 22, 2025

To Our Valued Stakeholders

Company Name GENDA Inc.
Name of Representative Director, Nao Kataoka
Representative President and CEO
(Code No.: 9166 Tokyo Stock Exchange Growth Market)
Contact information Managing Director, CFO Taiju Watanabe
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Notice Concerning Issuance of GENDA Sales Progress Report (October 2025)

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

Regarding the amusement segment, we continued to perform strongly in September 2025 as well, with same-store growth rate remaining positive compared to the previous September, which itself had seen extremely favorable results due to the collaboration campaign with “TWICE LOVELYS.”

(Unit: million yen)		Single Month Comparison			Cumulative Comparison		
Name of Segment		Sep 2024	Sep 2025	YoY	Feb-Sep 2024	Feb-Sep 2025	YoY
Entertainment Platform Business	Amusement	6,405	9,938	+55.1%	45,645	74,305	+62.7%
	Karaoke	1,617	2,067	+27.8%	13,820	17,786	+28.6%
	Tourism	-	228	-%	-	1,633	-%
	F&B	308	328	+6.5%	2,186	2,883	+31.8%
	Sub-total	8,331	12,562	+50.7%	61,652	96,609	+56.7%
Entertainment Contents Business	Character MD	561	617	+9.9%	4,819	5,403	+12.1%
	Contents & Promotion	259	342	+31.6%	2,603	3,368	+29.3%
	Sub-total	821	959	+16.8%	7,423	8,771	+18.1%
Grand total		9,153	13,522	+47.7%	69,076	105,381	+52.5%

OCTOBER

2025

GENDA Store Development Progress Report

※Period covered: September 1 – September 30, 2025

1. “GiGO Izumi Chuo Shopping Plaza SELVA” opened in front of Izumi Chuo Station in Sendai city

On the 19th, “GiGO Izumi Chuo Shopping Plaza SELVA” opened on the fifth floor of “Shopping Plaza SELVA,” a commercial facility located in front of Izumi Chuo Station in northern Sendai city, just a one-minute walk away. The store features a variety of games, including claw machines, games for kids, and photo sticker machines, creating a space that can be enjoyed by all ages. Immediately after opening, we received feedback such as “we are happy to have so many claw machines,” resulting in approximately double the expected number of visits from local families and high school students. Furthermore, when J.League (*JAPAN PROFESSIONAL FOOTBALL LEAGUE*) matches are held at the adjacent stadium, we see a surge in supporters visiting, leading to continuous crowds every day.



GiGO Izumi Chuo Shopping Plaza SELVA

2. Kiddleton opened a mini-location at 2 flagship stores of Toys“R”Us in the U.S.

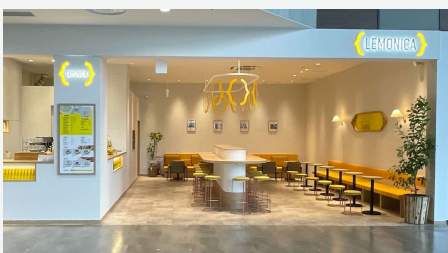
In September, Kiddleton opened a mini-location at two new flagship stores of Toys“R”Us operated by Go! Retail Group in the U.S. While the business model of effectively utilizing retail space is generating a lot of excitement, these spots have also become a trending topic as places where people can find Japanese entertainment like claw machines, as well as anime goods and Japanese-style “Kawaii” prizes. There are plans to expand Kiddleton’s mini-locations into the upcoming Toys“R”Us stores, with the aim of further strengthening the cooperative relationship between the two companies.



Toys“R”Us Flagship Store

3. “LEMONICA,” our first café brand, launched at AEON MALL Kashiwara

On the 29th, the first café brand of “LEMONADE by Lemonica,” named “LEMONICA,” opened a location inside “AEON MALL Kashiwara” in Kashiwara city, Nara. It opened in a spot facing the “noniwa Court” event space on the first floor of the mall's new “West Village” area, which was expanded in March 2025. This café was created under the theme of “Freshen your moment,” offering a wide range of items including lemonade, coffee, matcha, light meals, and sweets. It is a space where even customers with children can relax and spend time comfortably. Since its opening, it has welcomed a large number of customers and is attracting attention as a new café brand.



LEMONICA AEON MALL Kashiwara

GENDA:)