



November 14, 2024

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(Correction) Notice Concerning Partial Correction to “Presentation Material of Consolidated Financial Results for the First Quarter of the Fiscal Year Ending March 31, 2025”

Uluru Co., Ltd. (the “Company”) hereby announces it has made a partial correction to the “Presentation Material of Consolidated Financial Results for the First Quarter of the Fiscal Year Ending March 31, 2025” announced on August 14, 2024. Details are as follows.

1. Reason for Correction

The corrections were made as errors to the following pages were identified after the announcement of the “Presentation Material of Consolidated Financial Results for the First Quarter of the Fiscal Year Ending March 31, 2025.”

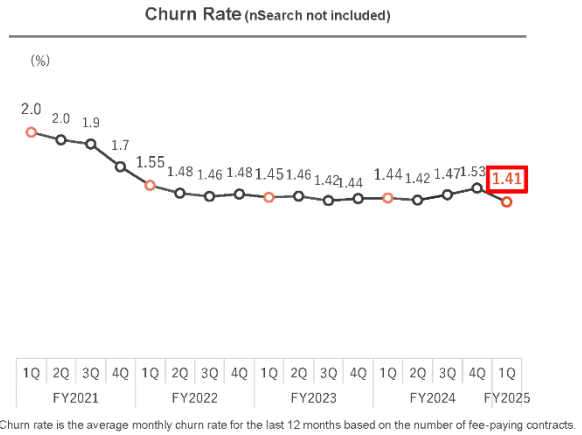
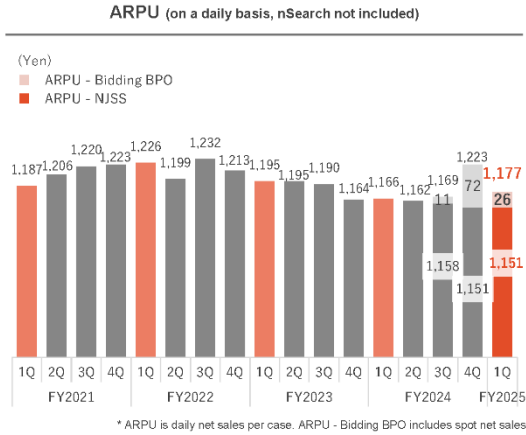
- (1) Page 21: NJSS | ARPU & Churn Rate Trends (Quarterly)
- (2) Page 22: NJSS Policy Change
- (3) Page 23: NJSS | LTV Trends (Quarterly)

2. Corrected Items

Please refer to the following pages. Corrections are enclosed in red square boxes.

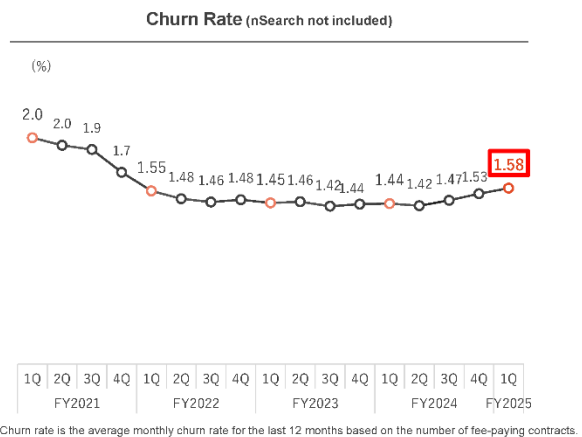
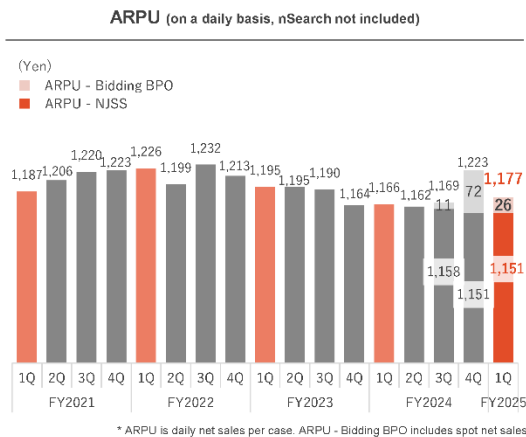
NJSS | ARPU & Churn Rate Trends (Quarterly)

- Bidding BPO tends to be concentrated in 4Qs, leading to a decrease in ARPU for this 1Q.
- The churn rate, influenced by the strengthening of customer success efforts, recorded the lowest ever at **1.41%**.



NJSS | ARPU & Churn Rate Trends (Quarterly)

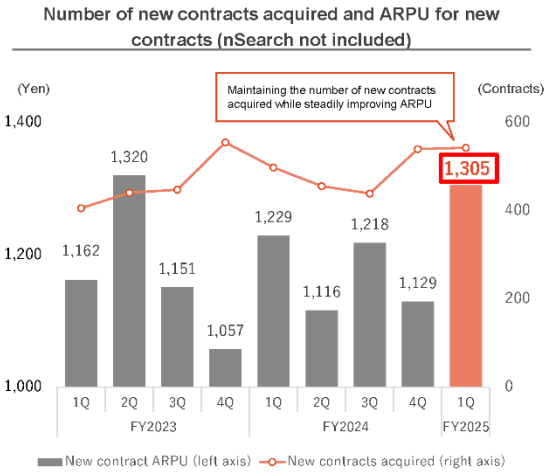
- Bidding BPO tends to be concentrated in 4Qs, leading to a decrease in ARPU for this 1Q.
- The churn rate is slightly increasing due to a change in the policy of raising the unit price at the time of contract renewal from the beginning of the fiscal year.



NJSS Policy Change



- Previously, the policy prioritized acquiring new fee-paying contracts. However, starting this period, the policy has shifted to prioritize maintaining a high ARPU.

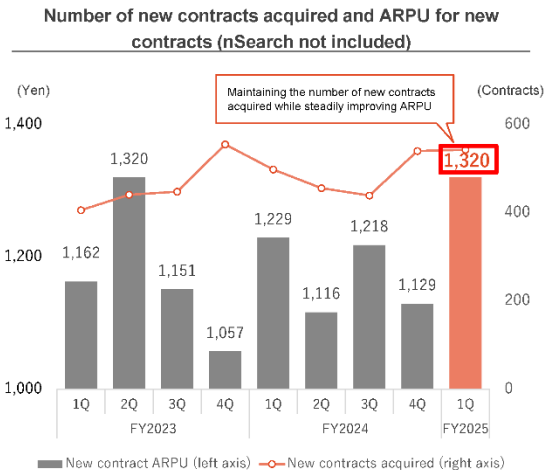


- In the past, the focus was on acquiring new fee-paying contracts which led to a decrease in ARPU for new contracts due to factors such as discounting.
- Meanwhile, recent improvements in acquiring new leads have allowed for a steady accumulation of new contracts while maintaining ARPU at a high level.
- Accordingly, the policy has been changed to focus on maintaining a high ARPU for new contracts while maintaining the pace of new fee-paying contract acquisitions, aiming to ensure steady growth in net sales and gross profit.
- The impacts of this policy change are expected to become apparent starting in and after the second half of the year as the ARPU for new contracts gradually contributes to overall ARPU improvement.

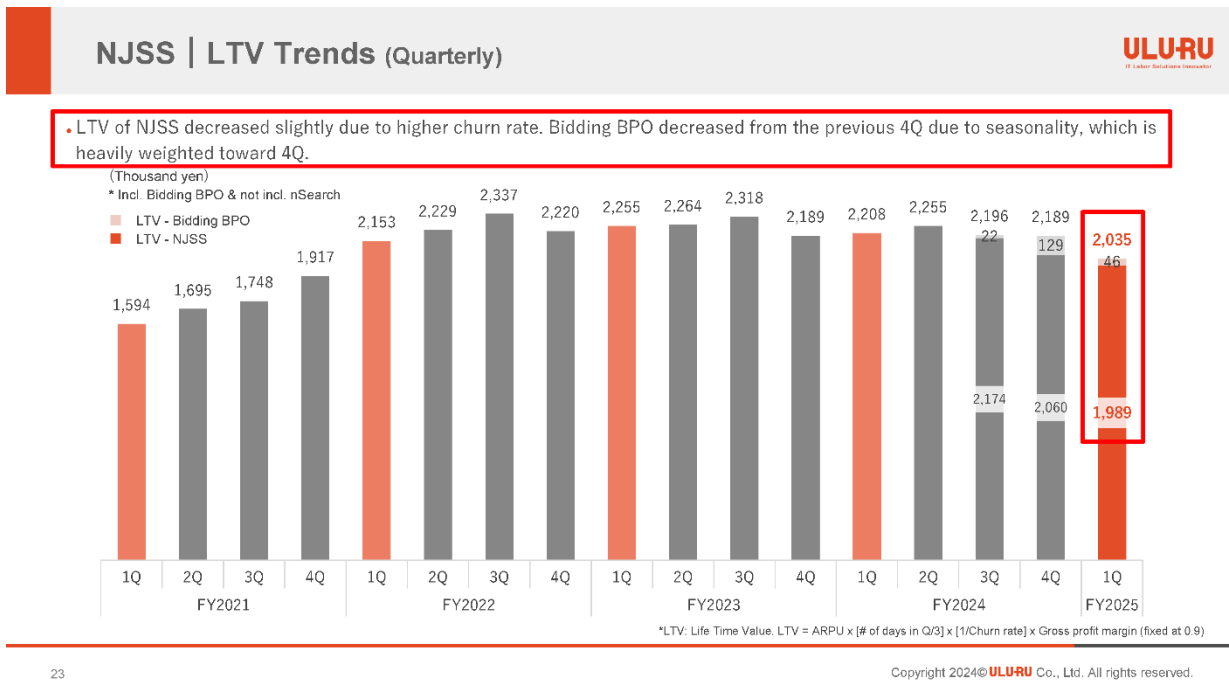
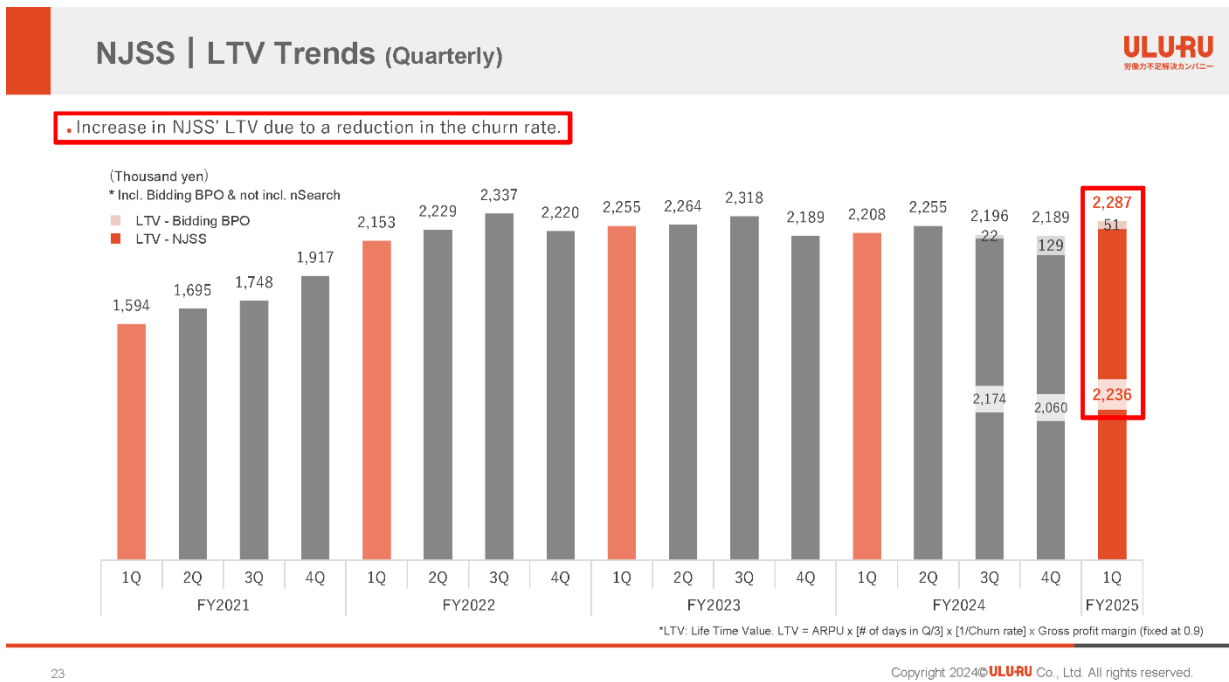
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As for the presentation material on the Company's website (<https://www.uluru.biz/ir/english.html>), the presentation material with the above corrections applied is posted.

This English document is solely a translation of ULURU's press release in Japanese, for the convenience of readers who prefer an English translation. In the event of any discrepancy between this translated document and the original Japanese document, the latter shall prevail.