

Outline of Initial Listing Issue

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| Company Name | NEO MARKETING Inc. |
| Scheduled Listing Date | Apr. 22, 2021 |
| Market Section | JASDAQ Standard |
| Current Listed Market | N/A |
| Name and Title of Representative | HASHIMOTO Mitsunobu, CEO |
| Address of Main Office | 16-25 Nanpeidaicho, Shibuya-ku Tokyo, 150-0036 Tel. +81-3-6328-2880 |
| (Closest Point of Contact) | (Same as above) |
| Home Page | https://neo-m.jp/ |
| Date of Incorporation | Oct. 6, 2000 |
| Description of Business | Marketing consulting |
| Category of Industry / Code | Information & Communication / 4196(ISIN JP3758260008) |
| Authorized Total No. of Shares to be Issued | 9,600,000 shares |
| No. of Issued Shares | 2,408,000 shares (As of Mar. 19, 2021) |
| No. of Issued Shares (incl. treasury shares) at the Time of Listing | 2,448,000 shares (Note 1) The number includes newly issued shares issued through the public offering. (Note 2) The number could increase as a result of the exercise of the share options. |
| Capital | JPY 47,560 thousand (As of Mar. 19, 2021) |
| No. of Shares per Share Unit | 100 shares |
| Business Year | From Oct. 1 to Sep. 30 of the following year |
| General Shareholders Meeting | Within 3 months after the end of the business year |
| Record Date | Sep. 30 |
| Record Date of Surplus Dividend | Mar. 31 and Sep. 30 |
| Transfer Agent | Mitsubishi UFJ Trust and Banking Corporation |
| Auditor | Grant Thornton Taiyo LLC |
| Managing Trading Participant | Ichiyoshi Securities Co., Ltd. |

(Reference Translation)

<Overview of Public Offering / Secondary Offering >

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| Public Offering / | Public Offering (Newly Issued Shares) | 40,000 shares |
| Secondary Offering | Public Offering (Treasury Shares) | 190,000 shares |
| | Secondary Offering | 230,000 shares |
| | (Placement Underwritten and Purchased by Principal Underwriting Participants) | |
| | Secondary Offering | 69,000 shares |
| | (Placement by over-allotment scheme) | |
| Original Share Offerers | KOBAYASHI Yasuhiro | 78,000 shares |
| | MURAKAMI Nao | 45,000 shares |
| | AGEKKE CORPORATION | 43,000 shares |
| | Others | 64,000 shares |
| Offering Price | Book-building method | |
| Determination Method | | |
| Provisional Conditions | Apr. 2, 2021 | |
| Determination Date | | |
| Book-building Period | Apr. 6, 2021 to Apr. 12, 2021 | |
| Offering Price | Apr. 13, 2021 | |
| Determination Date | | |
| Subscription Period | Apr. 14, 2021 to Apr. 19, 2021 | |
| Payment Date | Apr. 21, 2021 | |
| Settlement Date | Apr. 22, 2021 | |
| Principal Underwriting Participants | Ichiyoshi Securities Co., Ltd. Mizuho Securities Co., Ltd. SMBC Nikko Securities Inc. SBI SECURITIES Co.,Ltd. Rakuten Securities, Inc. Akatsuki Securities, Inc. IwaiCosmo Securities Co.,Ltd. ACE SECURITIES CO., LTD. Okasan Securities Co., Ltd. Kyokuto Securities Co., Ltd. TOYO SECURITIES CO.,LTD. MATSUI SECURITIES CO.,LTD. Monex, Inc. | |

(Note 1) Tokyo Stock Exchange, Inc. approves new listings based on the results of the examination by Japan Exchange Regulation.

(Note 2) The “Initial Listing Application Securities Report (Part I)” (only in Japanese) of the company is available on the JPX official website. Please refer to such release for details.