

Outline of Initial Listing Issue

*As of Dec. 2, the Company has revised the original share offerers and the number of shares scheduled to be offered by said offerers. The revisions are underlined.

Company Name	Lovable Marketing Group,inc.
Scheduled Listing Date	Dec. 21, 2021
Market Section	Mothers
Current Listed Market	N/A
Name and Title of Representative	HAYASHI Masayuki, President
Address of Main Office	1-5-2 Higashi-Shimbashi, Minato-ku Tokyo, 105-7105 Tel. +81-3-4567-6399
(Closest Point of Contact)	(Same as above)
Home Page	https://lmg.co.jp
Date of Incorporation	Jul. 15, 2014
Description of Business	"Social Media Marketing" business such as social media account management, developing and providing social media management tools. Supporting "Marketing Automation" tools for clients including on-boarding and training, and education
Category of Industry / Code	Services / 9254(ISIN JP3968070007)
Authorized Total No. of Shares to be Issued	4,725,100 shares
No. of Issued Shares	1,181,275 shares (As of Nov. 17, 2021)
No. of Issued Shares (incl. treasury shares) at the Time of Listing	1,396,275 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 136,760 thousand (As of Nov. 17, 2021)
No. of Shares per Share Unit	100 shares
Business Year	From Apr. 1 to Mar. 31 of the following year
General Shareholders Meeting	In June
Record Date	Mar. 31
Record Date of Surplus Dividend	Sep. 30 and Mar. 31
Transfer Agent	Sumitomo Mitsui Trust Bank, Limited
Auditor	BDO Sanyu & Co.
Managing Trading Participant	SBI SECURITIES Co.,Ltd.

(Reference Translation)

<Overview of Public Offering / Secondary Offering >

Public Offering /	Public Offering (Newly Issued Shares)	215,000 shares
Secondary Offering	Secondary Offering	127,500 shares
	(Placement Underwritten and Purchased by Principal Underwriting Participants)	
	Secondary Offering	51,300 shares
	(Placement by over-allotment scheme)	
Original Share Offerers	Miyabi Management LLC	<u>97,500 shares</u>
	HAYASHI Masayuki	30,000 shares
Offering Price	Book-building method	
Determination Method		
Provisional Conditions	Dec. 2, 2021	
Determination Date		
Book-building Period	Dec. 6, 2021 to Dec. 10, 2021	
Offering Price	Dec. 13, 2021	
Determination Date		
Subscription Period	Dec. 14, 2021 to Dec. 17, 2021	
Payment Date	Dec. 20, 2021	
Settlement Date	Dec. 21, 2021	
Principal Underwriting Participants	SBI SECURITIES Co.,Ltd. SMBC Nikko Securities Inc. Mizuho Securities Co., Ltd. IwaiCosmo Securities Co.,Ltd. H.S.SECURITIES CO.,LTD. Kyokuto Securities Co., Ltd. Tokai Tokyo Securities Co., Ltd. TOYO SECURITIES CO.,LTD. MATSUI SECURITIES CO.,LTD. Monex, Inc. AIZAWA SECURITIES CO., LTD. Okasan Securities Co., Ltd. Marusan Securities Co.,Ltd. Musashi Securities Co.,Ltd.	

(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.