

Outline of Initial Listing Issue

Company Name	Ureru Net Advertising Co.,Ltd.
Scheduled Listing Date	Oct. 23, 2023
Octket Section	Growth Market
Current Listed Octket	N/A
Name and Title of Representative	KATO Koichi Leo, President & CEO
Address of Main Office	2-3-8 Momochihama, Fukuoka Sawara-ku, Fukuoka , 814-0001 Tel. +81-92-834-5520
(Closest Point of Contact)	(Same as above)
Home Page	https://www.ureru.co.jp
Date of Incorporation	Jan. 20, 2010
Description of Business	Provision of cloud services and Marketing support services for the purpose of improving the cost effectiveness of Internet advertising for D2C (online shopping) businesses
Category of Industry / Code	Services / 9235 (ISIN JP3159880008)
Authorized Total No. of Shares to be Issued	12,000,000 shares
No. of Issued Shares	3,000,000 shares (As of Sep. 19, 2023)
No. of Issued Shares (incl. treasury shares) at the Time of Listing	3,450,000 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 share options, etc.
Capital	JPY 10,000 thousand (As of Sep. 19, 2023)
No. of Shares per Share Unit	100 shares
Business Year	From Aug. 1 to Jul. 31 of the following year
General Shareholders Meeting	In October
Record Date	Jul. 31
Record Date of Surplus Dividend	Jan. 31 and Jul. 31
Transfer Agent	Sumitomo Mitsui Trust Bank, Limited
Auditor	Deloitte Touche Tohmatsu LLC
Managing Trading Participant	Tokai Tokyo Securities Co., Ltd.

(Reference Translation)

<Overview of Public Offering / Secondary Offering >

Public Offering / Secondary Offering	Public Offering (Newly Issued Shares) Secondary Offering (Placement Underwritten and Purchased by Principal Underwriting Participants)	450,000 shares 450,000 shares
	Secondary Offering (Placement by over-allotment scheme)	135,000 shares
Original Share Offerers	KATO Kazue KATO Koichi Leo	300,000 shares 150,000 shares
Offering Price Determination Method	Book-building method	
Provisional Conditions Determination Date	Oct. 3, 2023	
Book-building Period	Oct. 4, 2023 to Oct. 11, 2023	
Offering Price Determination Date	Oct. 12, 2023	
Subscription Period	Oct. 13, 2023 to Oct. 18, 2023	
Payment Date	Oct. 20, 2023	
Settlement Date	Oct. 23, 2023	
Principal Underwriting Participants	Tokai Tokyo Securities Co., Ltd. SBI SECURITIES Co.,Ltd. Okasan Securities Co., Ltd. Nomura Securities Co.,Ltd. Nishi-Nippon City Tokai Tokyo Securities Co.,Ltd. Rakuten Securities, Inc. MATSUI SECURITIES CO.,LTD. IwaiCosmo Securities Co.,Ltd. FFG Securities Co.,Ltd. Marusan Securities Co.,Ltd. TOYO SECURITIES CO.,LTD. Akatsuki Securities, 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.
- (Note 3) Buy and sell Octket orders for this issue are prohibited in transactions carried out up to and including the initial price determination date.