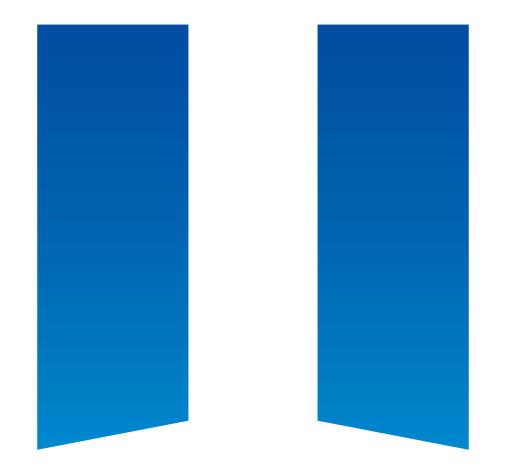


# **Results of Operations**

for the Second Quarter of the Fiscal Year Ending October 31, 2023

> Tobila Systems Inc. (Tokyo Stock Exchange Prime Market, 4441)

> > June 9, 2023





## 1 Financial Highlights and Business Overview

## 2Q FY10/23 Financial Highlights



Fraud and spam prevention services segment sales

• Mobile phone services

**¥378** million (up 14.2% YoY)

- Landline phone services
- ¥47 million (down 6.8% YoY)
- Business phone services

¥84 million (up 73.9% YoY)

Mobile phone services
A fixed-payment contract signed in October 2022 and the start of providing a database to MVNO and other inexpensive smartphones contributed to sales.
In April contracts were renewed at a higher rate for number of contracts × unit price contracts.
Sales decreased 6.8% as expected; the decline resulted from the inclusion of non-recurring revenue in 2Q FY10/22 from a large order.
Recurring revenue from the services for KDDI's cable TV telephone service in the second quarter was 7.0% higher than in the first quarter.
More functions were added to TobilaPhone Biz and hardware sales were generally as planned.

ΟΒΙΙΔ



#### **Our Vision for a Better Future**

**Corporate Philosophy / Code of Conduct** 

# We open the door to a better future for our lives and the world

# Using technologies for the challenge of solving social issues

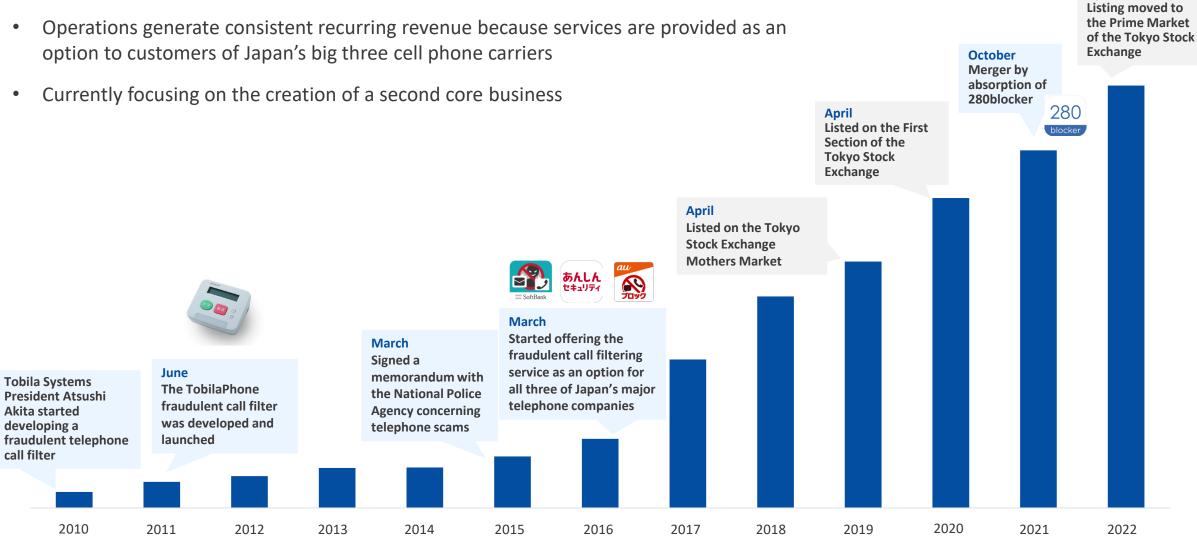
We are constantly changing without any fear of failure and challenging conventional thinking to realize a better future which we dream of.

We will be a source of products that help solve social issues and have benefits for people. We will also pursue appropriate earnings for steady growth as we expand and upgrade our operations.

We believe that maintaining an environment where we can live in peace with our loved ones will lead directly to our growth and a better life for people worldwide.

## **Company History**

- Sales have increased every year since Tobila Systems started operations
- Operations generate consistent recurring revenue because services are provided as an option to customers of Japan's big three cell phone carriers
- Currently focusing on the creation of a second core business ٠



Note: Bar graphs are sales

call filter

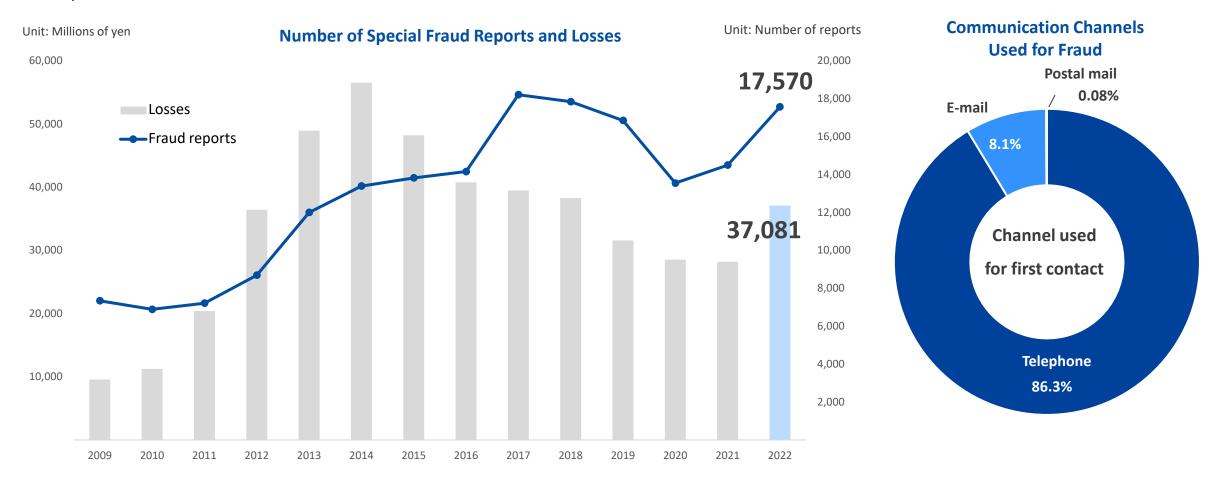


April

1 Financial Highlights and Business Overview 2 2Q FY10/23 Topics 3 2Q FY10/23 Financial Results 4 FY10/23 Earnings Forecast

#### Dedicated to Solving a Serious Social Problem – Special Fraud/"Gray Zone" Criminal Activity

- Special fraud (fraud using telephone or other indirect contact channels) reports in 2022: 17,570 Big increase in losses to about ¥37.1 billion. Average daily loss of approximately ¥100 million.
- Special fraud losses are already about ¥12.3 billion between January and April 2023, about 23% higher than during the same period of 2022.

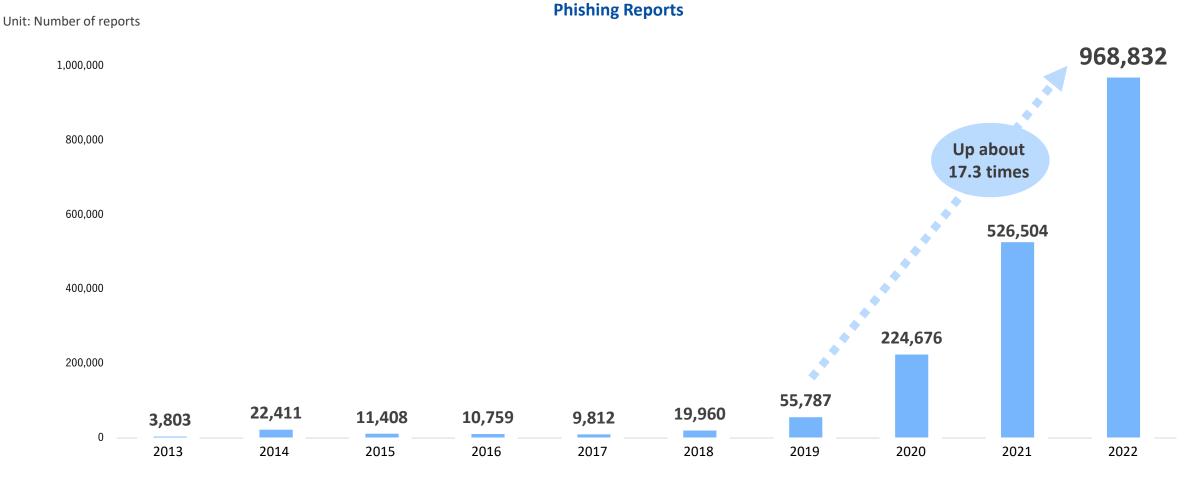


Source: Identification and Control of Special Fraud in 2022 (final version), National Police Agency; Identification and Control of Special Fraud in April 2023

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#### **Dedicated to Solving a Serious Social Problem – Phishing in Japan**

- The number of phishing reports in Japan has been increasing significantly since 2020<sup>\*1</sup>
- Phishing using SMS text messages (smishing) is increasing steadily. The number of these incidents approximately doubled in 2022<sup>\*2</sup>



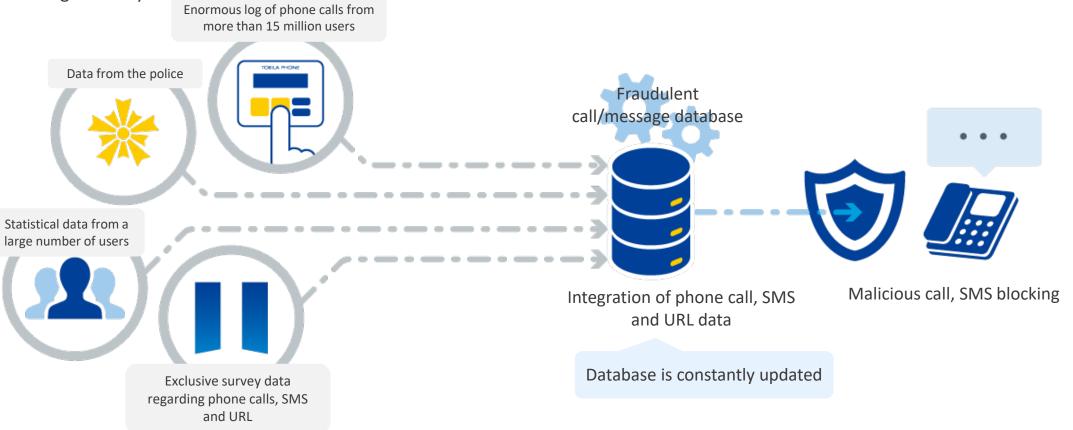
\*1: Council of Anti-Phishing Japan, Monthly Report (<u>https://www.antiphishing.jp/report/monthly/</u>) \*2: Press release titled "<u>Tobila Systems Announces 2022 Smishing Trends and Ranking of Methods Used</u>"





#### **Strengths of Our Fraudulent Call/Message Database**

- Contains malicious phone numbers, URLs in malicious SMS and other information in order to block incoming calls and messages from these sources
- Receipt from the police of information about suspicious phone numbers and URL used for criminal activity is a key strength of Tobila Systems
- The volume of data increases along with the number of users, resulting in a cyclical system for the constant improvement of phone call and SMS blocking accuracy



## **Outline of Services**

For all-inclusive protection, the fraud and spam prevention services has three categories of services: mobile phones, landline phones and business phones



- Blocks fraudulent phone calls and SMS. •
- Blocks uncomfortable ads.

- Sold as an external or built-in unit and as function incorporated into a carrier's network infrastructure.
- Blocks unnecessary sales calls and fraudulent calls.

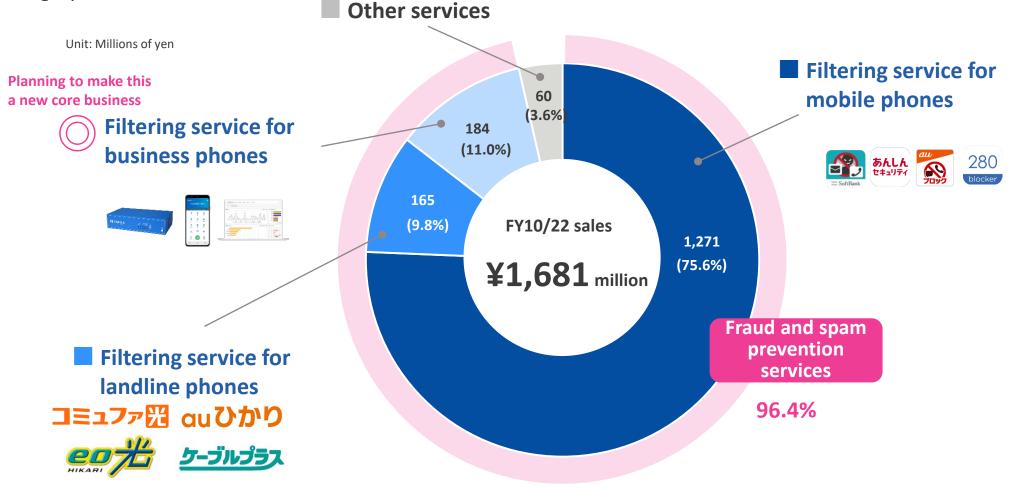
• Makes telephone tasks more efficient and supports the digital transformation.

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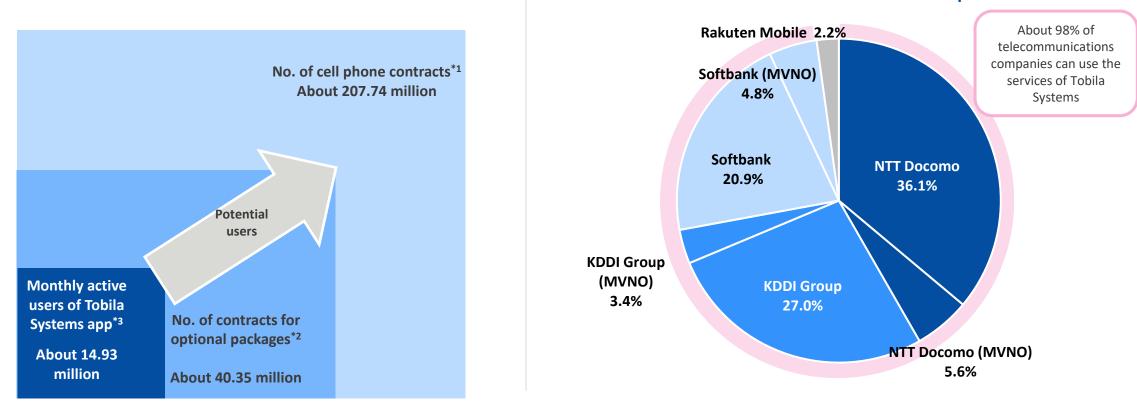
## **Business Segments (FY10/22)**

- In the core fraud and spam prevention services, filtering services for mobile phones are about 75.6% of sales
- Consistent earnings of mobile phone services are used to fund expenditures in the rapidly growing filtering services for business phone category



#### Mobile Phone Services Growth Potential for Mobile Phone Services

- The number of users who can use Tobila Systems services at no extra charge are currently more than about 40.35 million.
- All major cell phone carriers in Japan provide Tobila Systems services, which makes possible effective activities for promoting the use of these services.



#### **Potential Market Size**

- \*1: Quarterly Data on the Number of Telecommunications Service Contracts and Market Share (announced on March 24, 2023), Ministry of Internal Affairs and Communications
- \*2: Tobila Systems estimate based on data collected by Tobila Systems for SoftBank, Smart Pass Premium contracts for au based on the <u>KDDI\_FY3/23 financial data</u> and the number of contracts for options announced on December 19, 2018 for NTT Docomo. <u>KDDI plans to end the free provision to its customers of a fraudulent message blocking function in late February 2023.</u>
- \*3: Number of the monthly active users as of April 30, 2023, includes some provisional figures. The data may vary somewhat when the finalized figures are released and reflected in the data.

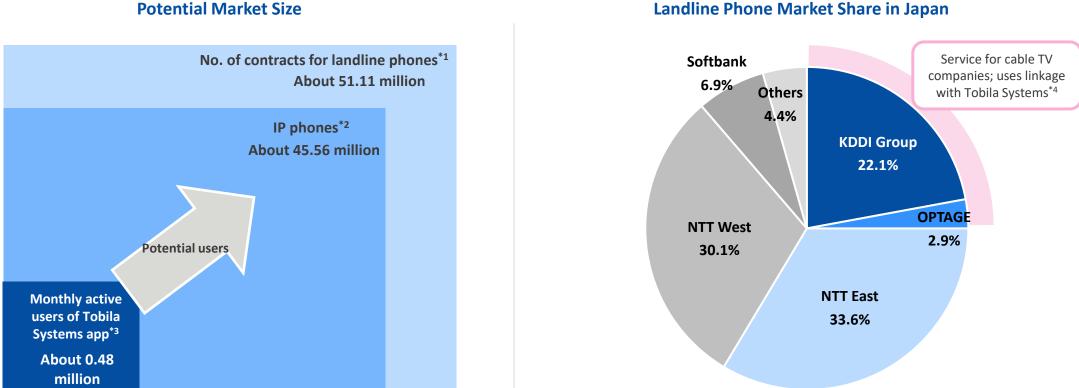


**Mobile Phone Market Share in Japan** 



#### Landline Phone Services **Growth Potential for Landline Phone Services**

The landline phone exchange facilities of NTT East and NTT West are expected to be no longer useable in about 2025. As a result, the IP phone sector has significant growth potential because many landline users are expected to shift to IP phones.



#### Landline Phone Market Share in Japan

\*1 and \*2: "Quarterly Data on the Number of Telecommunications Service Contracts and Market Share" (announced on March 24, 2023), Ministry of Internal Affairs and Communications \*3: Number of the monthly active users as of April 30, 2023, includes some provisional figures. The data may vary somewhat when the finalized figures are released and reflected in the data. \*4: Tobila Systems press release: "Provision of the Fraudulent Call Automatic Blocker, Japan's first automatic call blocking service for a landline phone that requires no external call blocking attachment"

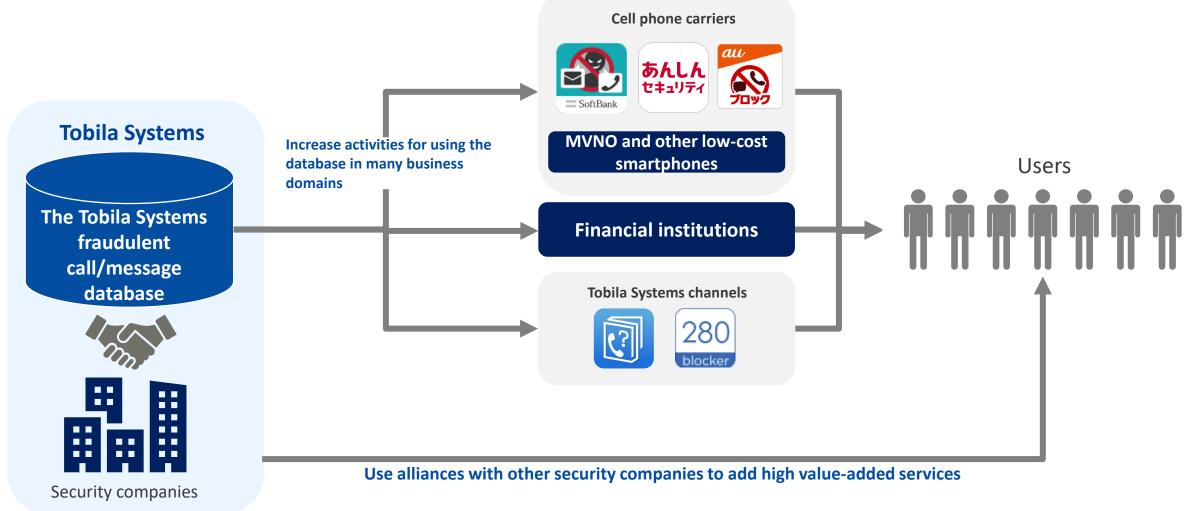
# **2Q FY10/23 Topics**

#### 1 Financial Highlights and Business Overview 2 2Q FY10/23 Topics 3 2Q FY10/23 Financial Results 4 FY10/23 Earnings Forecast

## 

#### Mobile Phone Services Progress with Key Initiatives of FY10/23

- Increase activities for using in many business domains services backed by the fraudulent call/message database
- Activities for alliances with other security companies





Unit

price

#### Mobile Phone Services Progress with Key Initiatives of FY10/23

 There was progress with providing the Tobila Systems fraudulent call/message database to MVNO and with raising rates on existing contracts.

## Start of malicious call/SMS service for UQ mobile





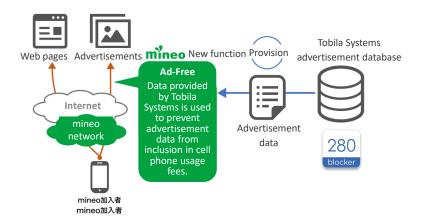
 On February 17, 2023, UQ mobile started offering the Tobila Systems malicious message/telephone block service, which uses the Tobila Systems fraudulent call/message database, as part of the UQ mobile Anshin Security Set for its customers.<sup>\*1</sup>

## Start of new function using the 280blocker database for the mineo cell phone service

## Higher rates for the contracts x unit price model

No. of

contracts



 On March 1, 2023, the mineo cell phone service of OPTAGE Inc. started providing the Ad-free function that uses the Tobila System's database of 280blocker, an advertising blocking app.<sup>\*2</sup>  Contracts were renewed at higher rates for contracts generating sales linked to the number of optional package contracts that permit the use of Tobila Systems services.

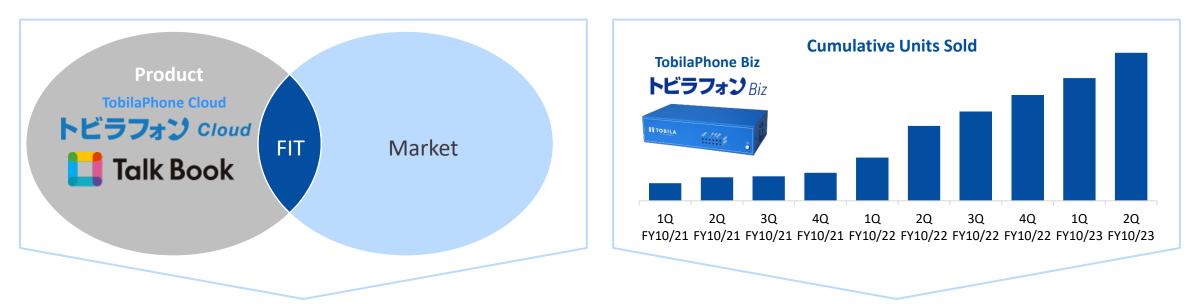
\*1: UQ mobile press release: "UQ mobile Starts Anshin Security Set"

\*2: OPTAGE press release about Ad-Free: <u>"mineo Maipita service adds Ad-Free for subscribers at no cost – Industry's first service that reduces packet usage for advertisements</u>"



#### Business Phone Services Progress with Key Initiatives of FY10/23

 Continue PMF<sup>\*</sup> due to the ongoing shift from the need for simple business communications from anywhere to the need for the visualization of communications



The visualization of communication is a need of all users

Examples: Leave a text record of voice communications; monitor utilization load based on the volume of voice communications

Constantly monitor users' needs, add functions to meet these needs and strengthen sales techniques

\*Product-market fit (PMF) means supplying products that can satisfy demand by solving problems or meeting needs in order to sustain growth.

#### Business Phone Services Start of a New Functions for TobilaPhone Biz\*

TobilaPhone Biz has the new capabilities of voice-to-text conversion (option) and missed phone call notification. Storing phone conversations as text helps share information efficiently and has other benefits.



- I don't want to make notes during a phone call.
- Using recordings to check phone calls takes too much time.
- I want to know what's in a missed call even when I'm away from the office.
- I can't hear calls when I'm away and my responses are delayed as a result.

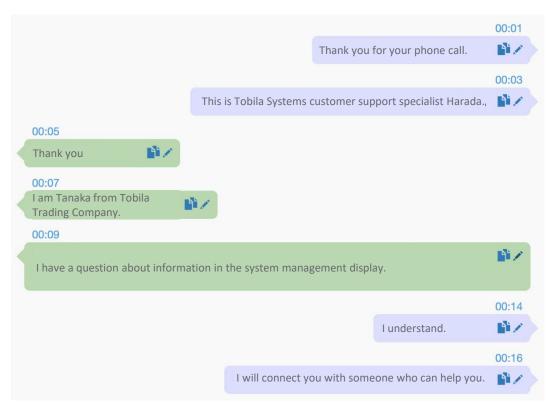
#### With the new functions

#### • Voice-to-text conversion

• Phone calls are automatically converted to text.

#### Missed phone call notification

- An e-mail is sent every time there is a missed call.
- If the voice-to-text service is contracted, the voice message is displayed.



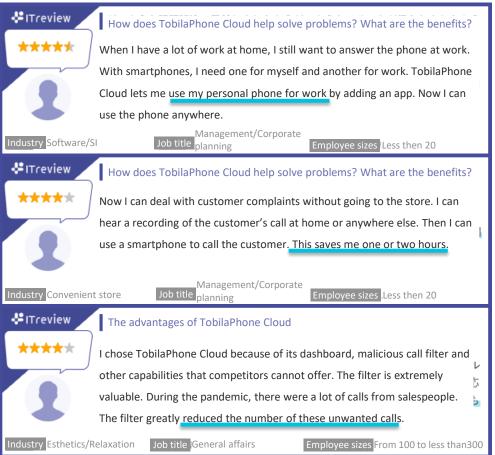
#### Example of the voice-to-text conversion service

## Business phone products TobilaPhone Cloud receives the "Leader" award\*1 for five consecutive years in

#### three categories

TobilaPhone Cloud received a Leader Award, the highest ranking recognition, for five consecutive years in the PBX, IVR (interactive voice response) and IP phone categories of the ITreview Grid Award 2023 Spring<sup>\*2</sup>. TobilaPhone Cloud received an average customer satisfaction score of 4.2 (as of April 20, 2023).





\*1. Press release: <u>"TobilaPhone Cloud received a Leader Award, the highest ranking recognition, for five consecutive years in the PBX, IVR (interactive voice response) and IP phone categories of the ITreview Grid Award 2023 Spring"</u>

\*2. ITreview Grid Award Grid 2023 Spring: (https://www.itreview.jp/award/2023\_spring.html)

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#### Corporate **ESG Activities**

- Tobila Systems is committed to health management to provide a pleasant and productive workplace environment for the people who are vital to providing products and services.
- Tobila Systems has received DX certification due to its DX vision, strategy and infrastructure.
- Tobila Systems plans to expand the operations of the Tokyo office in order to further improve communications and improve performance.

3 2Q FY10/23 Financial Results 4 FY10/23 Earnings Forecast

Health and Productivity Management Outstanding Company 2023 Certified in the Small and Midsize Enterprise Category<sup>\*1</sup>



**Digital Transformation Certified Business<sup>\*2</sup>** 

# 

 Tobila Systems received certification as a Health and Productivity Management Outstanding Company 2023, a program of the Ministry of Economy, Trade and Industry, in the small and midsize enterprise category.

 Tobila Systems received certification as a DX Certified Business under the DX certification program of the Ministry of Economy, Trade and Industry.





 Tobila Systems plans to relocate and enlarge the Tokyo Office to accommodate a larger workforce and provide a space that can be a communication hub for employees. This move is expected to improve the company's performance.

\*1: Press release "Tobila Systems Certified as 2023 Health and Productivity Management Outstanding Company in Small and Midsize Enterprise Category"

\*2: Press release "Tobila Systems Certified as DX Certified Business by the Ministry of Economy, Trade and Industry"

\*3: The photo is not an actual photo.

# 3 2Q FY10/23 Financial Results

## 2Q FY10/23 Financial Summary

- Record-high quarterly sales in the second quarter as YoY and QoQ sales growth continues.
- Earnings at all levels were higher than one year earlier but were lower than in the first quarter because of investments and other activities for the growth of business operations.

Unit: Millions of yen	2Q FY10/22	1Q FY10/23 2Q FY10/23 Results		YoY	QoQ
Net sales	447	487	521	116.7%	107.0%
EBITDA*	183	222	221	120.6%	99.4%
Operating profit	145	182	175	120.3%	96.3%
Ordinary profit	145	181	174	120.4%	96.1%
Profit	95	120	115	121.2%	95.6%

\*EBITA = Operating profit + Depreciation + Goodwill amortization



#### 2Q FY10/23 Sales Composition by Category

- Mobile phone services sales were higher YoY and QoQ because of the start of services for MVNO, contract renewals and other reasons.
- Higher sales from services provided for KDDI's cable TV telephone service contributed to this category, although there was no large order as in 2Q FY10/22.
- Business phone services sales were higher YoY and QoQ as TobilaPhone Biz sales are generally as planned.

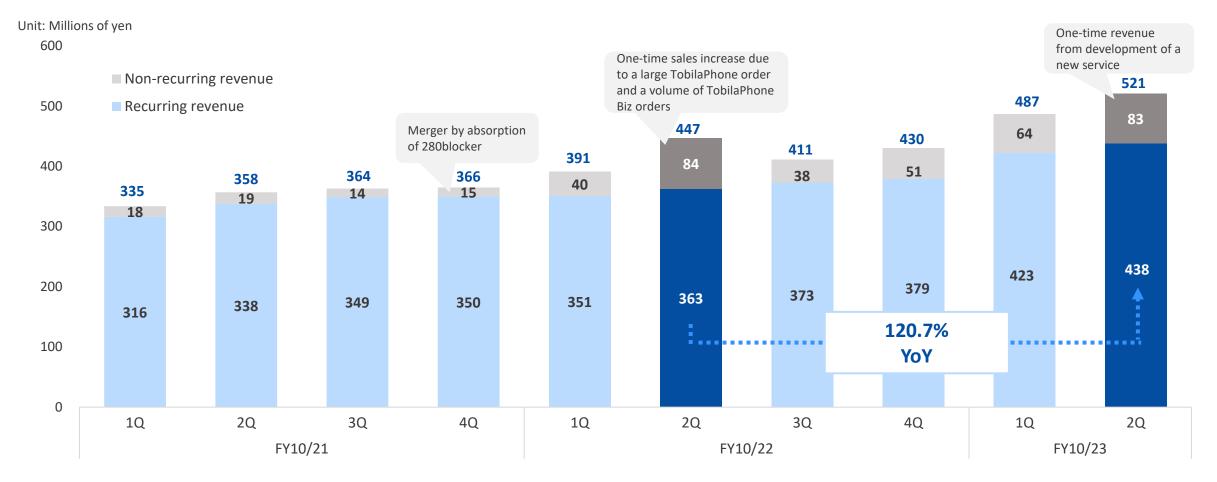
Unit: Millions of yen	2Q FY10/22	1Q FY10/23	2Q FY10/23 Results	YoY	QoQ
Fraud and spam prevention services	430	471	510	118.4%	108.3%
Mobile phone services	331	361	378	114.2%	104.7%
Landline phone services	51	44	47	93.2%	107.0%
Business phone services	48	65	84	173.9%	129.3%
Other services <sup>*</sup>	16	16	11	71.4%	69.1%

\*No activities for growth of the other services category are planned

1 Financial Highlights and Business Overview 2 2Q FY10/23 Topics 3 2Q FY10/23 Financial Results 4 FY10/23 Earnings Forecast

#### **Quarterly Sales (Recurring Revenue and Non-recurring Revenue\*)**

- Most of the sales of all services is recurring revenue. In the second quarter, recurring revenue increased 20.7% YoY.
- Second quarter non-recurring revenue includes one-time revenue associated with the development of a new service.



\*Non-recurring revenue includes sales of 280blocker (iOS ad blocking app), hardware for TobilaPhone and TobilaPhone Biz, and other products.

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### **Major Contract Formats for Mobile Phone Filtering Services**

- Tobila Systems filtering services are included in the optional packages of major carriers; there are three types of contract formats
- Focusing on raising the accuracy of the Tobila Systems app to enable sales through major carriers

#### Fixed payment

This fixed payment format generates sales that are not affected by changes in the number of contracts or monthly users.

> Fixed payment (Subscription contract)

- Service provided for a fixed monthly fee
- Steady sales because changes in the number of contracts or monthly users does not change sales

#### No. of contracts $\times$ Unit price

Sales are linked to the number of optional package contracts that permit the use of Tobila Systems services.

No. of × Unit price

- The number of people with an optional package contract is decreasing as more people switch to low-cost smartphones.
- The number of users of Tobila Systems services is increasing.

be monitored closely, the characteristics of this contract format make it easy to conduct highly effective activities for attracting more users.

monthly active users of Tobila Systems must

• Although the change in the number of

 $\times$ 

Monthly active users  $\times$  Unit price

Sales are linked to monthly users of Tobila

Monthly

active users

Systems services

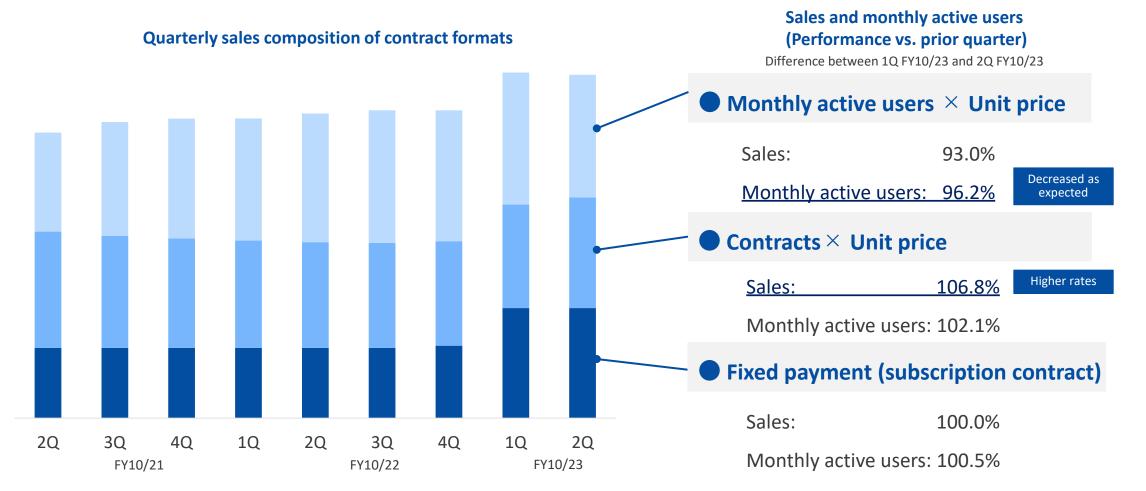


Unit

price

#### **Quarterly Sales of Mobile Phone Filtering Services for Contract Formats\***

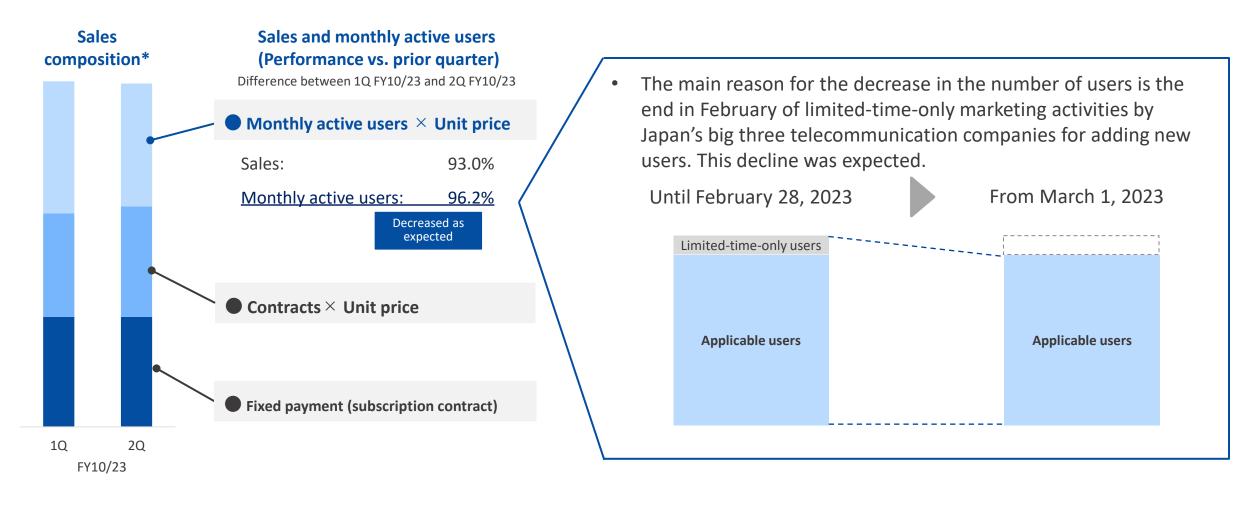
- Monthly active users x Unit price Monthly users decreased in the second quarter, but this was expected
- Contracts x Unit price Rates increased in April as contracts were renewed



\*Sales and the number of monthly users are for only contracts with Japan's big three telecommunication companies. Inexpensive smartphone service and other MVNO contracts are not included.

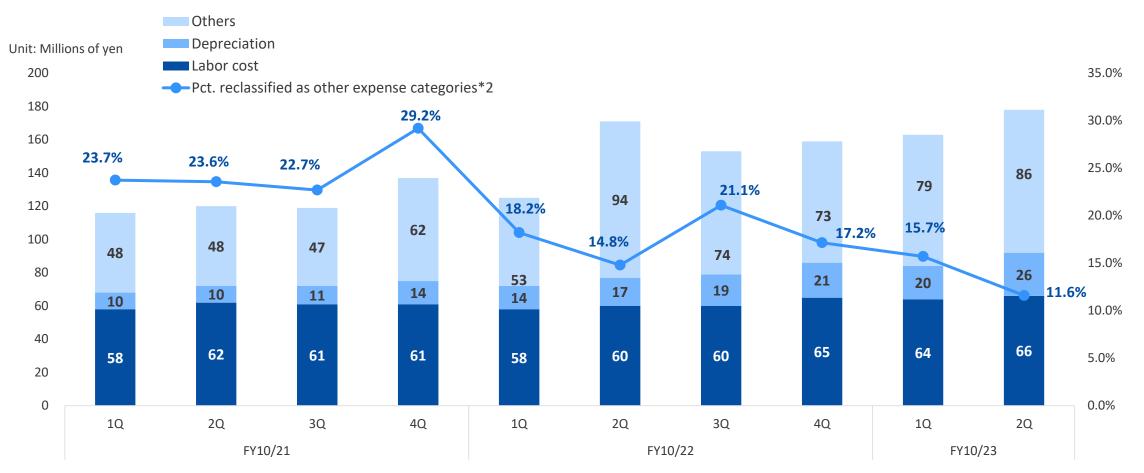
#### 2Q Change in Users of the Monthly Active Users x Unit price model

• As expected, the number of users decreased because of the end of marketing activities for a limited time by Japan's big three telecommunication companies.



## **Cost of Sales**

- The cost of sales<sup>\*1</sup> was generally controlled as planned
- The FY10/23 forecast is ¥643 million, including the outlook for increases in expenses for hiring more employees, depreciation and ٠ other items from the second half



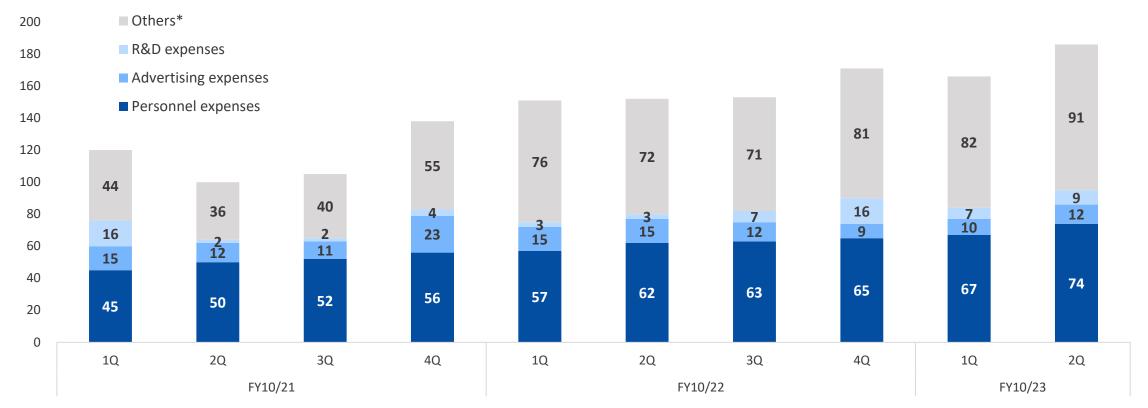
\*1: The sum of labor cost, depreciation and others does not match the total cost of sales on the income statement because these figures are before adjustments for reclassified expenses and work in process transfers \*2: Pct. reclassified as other expense categories is the percentage of the cost of sales included in R&D expenses and assets due mainly to the characteristics of work performed by employees

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#### **SG&A Expenses**

- Increased mainly because of recruiting expenses and personnel expenses.
- More recruiting activities, Tokyo office relocation and other activities are planned for the second half.

Unit: Millions of yen

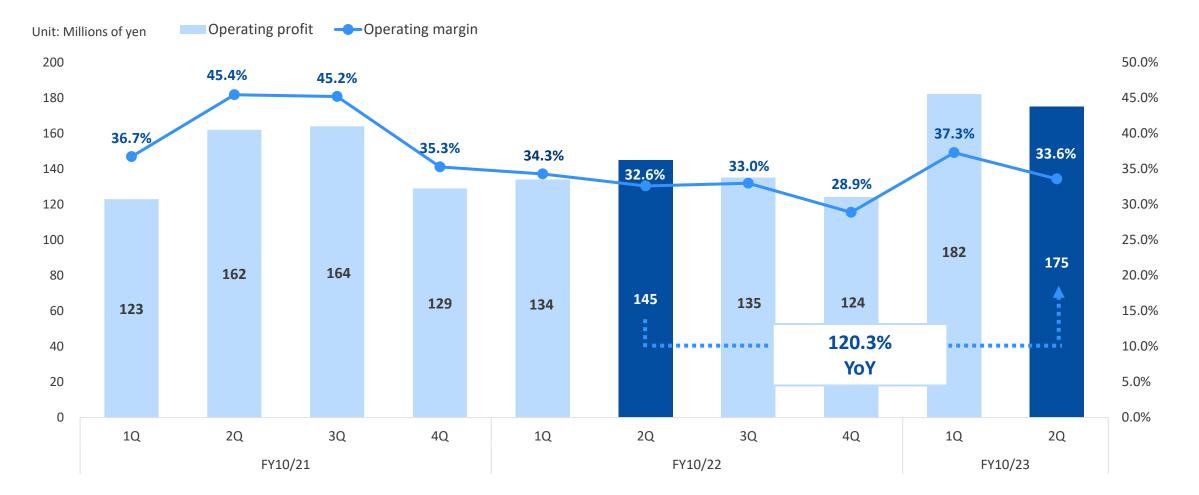


\* "Others" include amortization of goodwill, depreciation, and commission expenses

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## **Operating Profit**

- Up 20.3% YoY because of higher earnings of all services •
- No change in the ¥600 million FY10/23 forecast because of activities planned for the second half

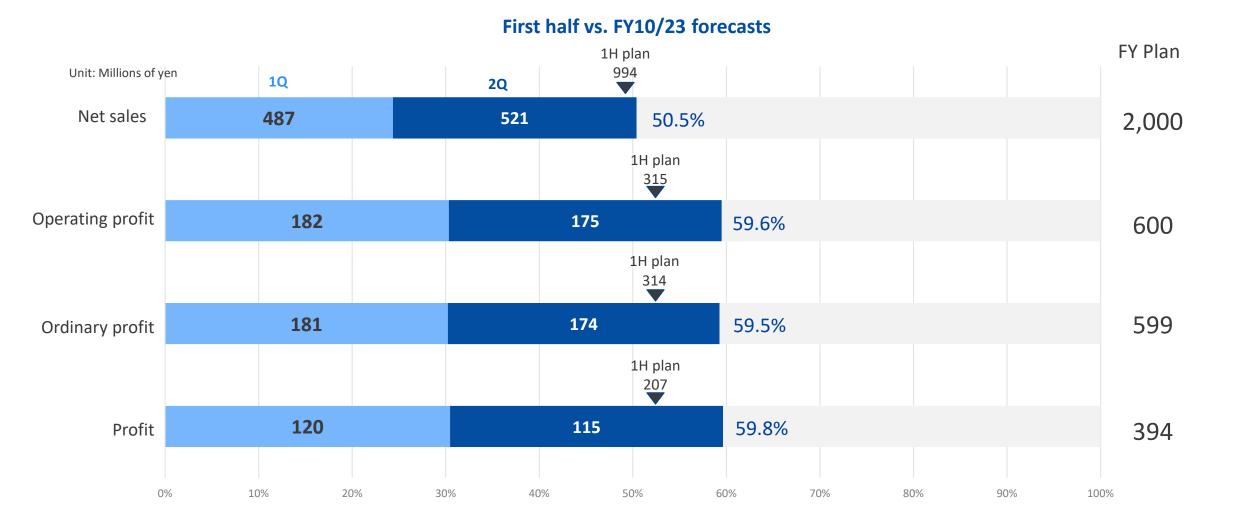


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## First Half vs. FY10/23 Forecasts

- As of April 30, 2023, sales were higher and earnings at all levels were much higher than in the first half plan.
- Full-year sales are expected to be generally in line with the initial plan. Earnings at all levels are expected to be in line with the initial plan as we plan to hire more employees for business expansion and also plan to relocate the Tokyo office in 3Q onward.



#### 1H FY10/23 Expenses

Unit: Millions of yen	2Q FY10/22	1Q FY10/23	2Q FY10/23 Results	YoY	QoQ
Cost of sales	147	138	158	107.5%	114.1%
Labor cost	60	64	66	108.9%	102.8%
Depreciation	17	20	26	148.9%	125.8%
Others	94	79	86	91.9%	109.1%
Pct. of cost of sales classified as R&D expenses and assets <sup>*</sup>	14.8%	15.7%	11.6%	-3.2pt	-4.1pt
SG&A expenses	154	167	188	122.1%	112.7%
Personnel expenses	62	67	74	118.9%	110.6%
Advertising expenses	15	10	12	81.7%	123.4%
R&D expenses	3	7	9	282.1%	134.3%
Others	72	82	91	126.1%	111.2%

\*The percentage of the cost of sales included in R&D expenses and assets due mainly to the characteristics of work performed by employees

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#### **Balance Sheet**

Unit: Millions of yen	FY10/22	2Q FY10/23	Change
Current assets	1,836	2,182	345
Cash and deposits	1,435	1,735	299
Trade receivables	251	266	14
Other	148	180	31
Non-current assets	830	875	44
Property, plant and equipment	58	106	48
Intangible assets	476	445	-31
Investments and other assets	296	323	27
Total assets	2,667	3,057	390
Liabilities	956	1,208	252
Current liabilities	710	988	277
Non-current liabilities	245	220	-25
Net assets	1,710	1,848	137
Equity ratio	64.1%	60.5%	-3.7pt

# 4 FY10/23 Earnings Forecast



### FY10/23 Forecast

No change in the FY10/23 forecast for sales of ¥2,000 million and operating profit of ¥600 million 

Unit: Millions of yen	FY10/21 Results	FY10/22 Results	FY10/23 Forecast	YoY
Net sales	1,424	1,681	2,000	118.9%
EBITDA	645	693	720	103.9%
Operating profit	579	540	600	110.9%
Ordinary profit	577	532	599	112.5%
Profit	386	322	394	122.3%
Operating margin	40.7%	32.2%	30.0%	-
ROE*	27.2%	20.1%	21.1%	-
Equity ratio	68.6%	64.1%	61.3%	-

\*ROE is calculated by using average shareholders' equity in each fiscal year



#### FY10/23 Sales Forecast by Category

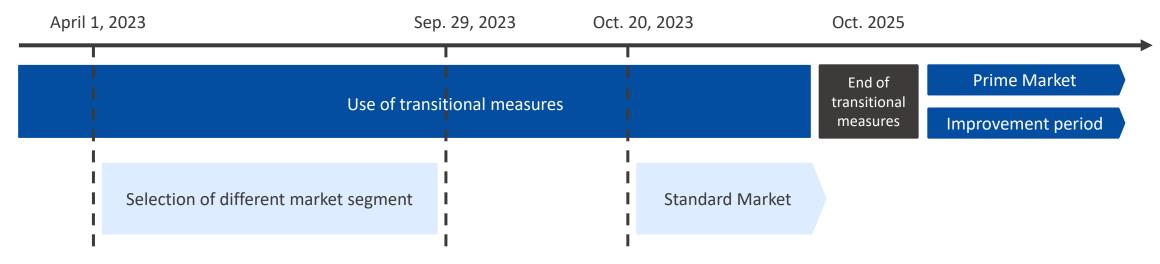
• Forecast steady growth in all categories of mobile phone, landline phone and business phone services

Unit: Millions of yen	FY10/21 Results	FY10/22 Results	FY10/23 Forecast	YoY
Fraud and spam prevention services	1,346	1,621	1,953	120.5%
Mobile phone services	1,132	1,271	1,447	113.9%
Landline phone services	148	165	174	105.2%
Business phone services	65	184	331	180.2%
Other services <sup>*</sup>	78	60	46	76.6%



## Actions Regarding Clarification of End of TSE Reorganization Transitional Measures

- Tobila Systems is listed on the Prime Market but currently does not meet the tradable shares market capitalization requirement to retain this listing.
- Tobila Systems is now considering actions to take now that the TSE has announced when the reorganization transitional measures will end.



- Tobila Systems has submitted a plan<sup>\*1</sup> for compliance with the Prime Market listing standards and is conducting business operations based on the medium-term plan that will end in October 2024.
- In a document titled "TSE Measures Based on Issues Identified,"<sup>\*2</sup> the TSE announced when transitional measures will end. Based on the record date for Tobila Systems, the period for transitional measures for Tobila Systems will end in October 2025.
- The transitional period is positioned as a time for progress concerning the medium-term plan's goals and a reexamination of actions to take. Studies are under way to determine specific measures.

<sup>\*1:</sup> Notice of Prime Market Selection Application and Submission of Plan for Compliance with Retention of Listing (<u>https://contents.xj-storage.jp/xcontents/AS05546/d0487770/92db/4236/9c4f/c5823426040f/140120211209450008.pdf</u>)

<sup>\*2:</sup> TSE Measures Based on Issues Identified, Tokyo Stock Exchange, Inc. (https://www.jpx.co.jp/equities/improvements/follow-up/nlsgeu000006gevo-att/fi1l5r00000011xo.pdf)



## **Online Information Meeting for 2Q FY10/23 Results**

• The information meeting can be viewed online as a Zoom webinar.

Time and date	Friday, June 9, 2023 (18:30 to 19:30)
Accessibility	Live online viewing as a Zoom webinar
Tobila speaker	Atsushi Akita, Representative Director and President Norimasa Kanemachi, Executive Officer and CFO
Participation	There are no restrictions on who can attend
Tobila presentation	Business profile (30 minutes), Q&A (30 minutes)
Application	Use the following form or this QR code to submit an application. https://us06web.zoom.us/webinar/register/WN_cPZq76xFQSusVvvq2kleIA



#### **Information Meeting For Individual Investors**

• Tobila Systems will participate in an information meeting for individual investors and is distributing investor information by using note.

#### Shonan Investment Seminar for Individual Investors

Time and date	Sunday, June 18, 2023 (13:00 to 18:00) (13:00 to 15:00 for Tobila Systems)
Accessibility	Attend in person or watch online
Tobila speaker	Atsushi Akita, Representative Director and President Norimasa Kanemachi, Executive Officer and CFO
Participation	There are no restrictions on who can attend
Tobila presentation	Business profile, results of operations, Q&A
Application	To attend this event, please submit an application using the following address. <u>https://gt-230618.peatix.com/</u>

#### Use of note to distribute information to investors



Tobila Systems periodically posts information about results of operations, answers to questions from shareholders and other investors, and other information on note. Tobila Systems also participates in <u>IR note magazine</u>.





https://note.com/tobila4441



## FY10/23 Financial Status: Quarterly Results

FY10/20 Unit: Millions of yen				FY10/21					FY10	FY10/23				
Unit: Millions of yen	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q
Net sales	270	319	312	331	335	358	364	366	391	447	411	430	487	521
Fraud and spam prevention services	244	295	290	312	316	335	344	349	377	430	397	415	471	510
Other services	26	23	22	19	19	22	19	17	14	16	14	15	16	11
Cost of sales	77	82	78	83	89	92	92	97	103	147	121	133	138	158
Labor cost	54	53	54	55	58	62	61	61	58	60	60	65	64	66
Depreciation	11	10	10	12	10	10	11	14	14	17	19	21	20	26
Others	31	42	37	45	48	48	47	62	53	94	74	73	79	86
Pct. of cost of sales classified as R&D expenses and assets <sup>*1</sup>	20.1%	22.5%	22.6%	28.5%	23.7%	23.6%	22.7%	29.2%	18.2%	14.8%	21.1%	17.2%	15.7%	11.6%
SG&A expenses	93	94	99	126	122	102	106	139	153	154	154	173	167	188
Personnel expenses	41	42	44	44	45	50	52	56	57	62	63	65	67	74
Advertising expenses	0	11	14	29	15	12	11	23	15	15	12	9	10	12
R&D expenses	8	7	10	17	16	2	2	4	3	3	7	16	7	9
Others	42	32	31	35	44	36	40	55	76	72	71	81	82	91

\*1: The percentage of the cost of sales included in R&D expenses and assets due mainly to the characteristics of work performed by employees



## FY10/23 Quarterly Sales Composition by Category

	FY10/20			FY10/21				FY10/22				FY10/23		
Unit: Millions of yen	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q
Fraud and spam prevention services	244	295	290	312	316	335	344	349	377	430	397	415	471	510
Mobile phone services	211	247	248	259	265	281	290	295	311	331	313	314	361	378
Landline phone services	27	42	33	43	38	37	37	34	34	51	38	41	44	47
Business phone services	4	5	7	9	11	17	16	20	31	48	44	59	65	84
Other services	26	23	22	19	19	22	19	17	14	16	14	15	16	11

#### Disclaimer

#### Precautions about this presentation

This presentation includes forward-looking statements that incorporate the current outlook, forecasts and risk factors. There are many uncertainties that may cause actual performance to differ from these statements.

Risk factors and uncertainties include the economic environment in Japan and other countries, such as the industry and markets where Tobila Systems operates and changes in interest rates and foreign exchange rates.

Tobila Systems has no obligation to update or revise the forward-looking statements in this presentation even if there is new information, a future event or any other reason for an update or revision.

#### Tobila Systems plans to announce FY10/23 third quarter results of operations at 16:00 on September 8, 2023 (Friday).



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