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**件名:** VECTOR (6058) – Planned Initiation of Research Coverage

Dear Investors,

We hope this message finds you well. Walden Research Japan plans to initiate research coverage of VECTOR, Inc. following the release of its financial results for FY02/2026.

The Company is among the largest comprehensive PR groups in Japan, with strategic PR consulting at its core, and a diversified business portfolio including PR & advertising, press release distribution, direct marketing, HR services and investment activities. Leveraging a PR-led communication strategy that does not rely on traditional advertising, the Company offers integrated, end-to-end services that include taxi signage advertising, event planning and management and talent casting. A key characteristic of the Company is its continued growth by capturing structural changes in the advertising and marketing industry. In particular, recognizing the strong diffusion effect of short-form video content, the Company announced in October 2025 a strategic decision to focus its PR initiatives on short-form video-based communications. In addition, the Company has established a resilient earnings structure through a diversified business portfolio supported by recurring and subscription-based revenue streams, including its press release distribution business. Even as the advertising and PR market continues to mature, growing demand for PR-led, integrated communication models makes the Company's market position and growth strategy noteworthy when evaluating its medium- to long-term business sustainability.

- FY02/2026 Financial Results Announcement: 14 April 2026, at 15:30 JST
- Company Website: <https://vectorinc.co.jp/en>
- Investor Relations: <https://vectorinc.co.jp/en/ir>

We would be happy to address any inquiries regarding the Company and to facilitate access to management, as appropriate. We look forward to hearing from you. To unsubscribe, please reply to this e-mail.

Best regards,

Walden Research Japan Incorporated

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