

Transaction Number 2436IR260831



Borderless IR

BIR-IR STRATEGY ANALYSIS REPORT 31-Aug-26

Kyodo Public Relations Co., Ltd. (2436 TOKYO) IR Overall Rating

【Stock Code】 2436 【Sector】 Communication Services 【Market Division】 TOKYO 【Fiscal Year End】 DEC. 【Zip Code】 104-0045 【Telephone Number】 +81-3-6260-4850
 【Address】 1-13-1, Tsukiji, Chuo-ku, TOKYO, JAPAN 【Established】 Nov-64
 【Representative】 Masataka Ishiguri 【Contact】 Director Katsuyuki Nobusawa
 【Company Features】 【Share Price】 629 yen

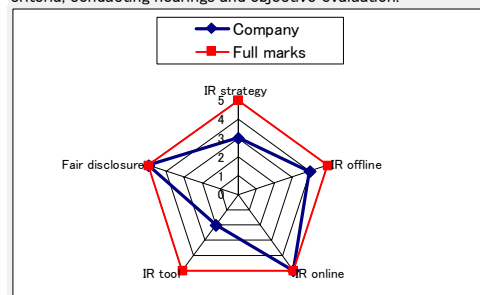
★★★

A specialized firm providing comprehensive PR support to companies, local governments, and other organizations. Its services include supporting the overseas PR activities of Japanese companies, crisis management training, and specialized PR for the medical and pharmaceutical sectors.

Investor Relations Strategy Analysis Reference Data Point Kyodo Public Relations Co., Ltd.

1. IR activities (10 points)	89.3%	10	10
2. IR system (10 points)			
IR Dedicated department		10	6
General affairs department	24.0%	4	
Planning department	23.0%	8	
Public relations department	17.0%	3	
Finance department		5	
Accounting department		3	
President's office		6	
The others		2	
3. Management philosophy and operating style (50 points)			
Does top management perform IR activities?	83.6%	50	35
YES		10	10
Activities			
Top management participates in briefing sessions for investors	81.8%	10	10
Top management gives individual interviews to analysts	67.6%	30	15
4. IR communication (80 points)		80	60
Financial settlement briefings	77.7%	10	10
Individual interviews	32.6%	10	5
Overseas briefing sessions	15.9%	10	0
For whom the above activities are conducted?			
Analysts and institutional investors	37.7%	10	10
Individual investors	13.4%	10	10
Is disclosure made fairly?	Priority point	20	20
IR roadshows	50.0%	10	5
5. IR tools (20 points)		30	15
Stockholder communication materials	89.6%	10	10
English materials (annual reports etc.)	42.8%	20	5
6. IR website (100 points)	97.5%	100	93
Is there a web page that clearly states IR?	79.4%	10	10
Top message	45.9%	10	10
Annual securities reports	42.0%	10	10
Statement of accounts	41.5%	10	10
Monthly reports, mid-term plan & handouts etc.	36.2%	10	8
IR calendar	28.5%	10	10
IR videos	23.8%	10	10
E-mail magazines about IR	19.5%	10	10
FAQ	14.6%	10	10
English IR web page	19.4%	10	5
7. IR effect measurement (10 points)			0
Conducting	84.3%	10	5
8. IR annual expenses (10 points)			0
More than 5 million yen	24.0%	10	0
Total		300	224

※In carrying out this analysis, BIR places importance on fair disclosure and uses its unique judgement criteria, conducting hearings and objective evaluation.



	BIR Average	203.7	Viewpoint
General rating	74.7%	66.4%	Very good 270~ ★★★★★
IR strategy	52.0%	63.9%	Good 230~ ★★★★★
IR offline	66.7%	66.9%	Standard 180~ ★★★
IR online	93.0%	67.8%	Below Standard 130~ ★★
IR tool	50.0%	45.5%	Inferior 80~ ★
Fair disclosure	100.0%	64.7%	Problematic 0~ -

BIR-IR STRATEGY ANALYSIS REPORT analyzes and evaluates IR activities of the company covered from 5 viewpoints: IR offline, IR online, IR tool, IR website and IR strategy. BIR rates the company's IR activities, believing that strategic IR activities have big effects on its stock performance.

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