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April 24, 2025

To Whom It May Concern

Company Name	S Science Company, Ltd.
Representative	Representative Director and President Mr. Kenko Hisanaga (Stock code: 5721 Standard Market of Tokyo Stock Exchange)
Inquiry	General Manager of General Affairs Department Mr. Kunihiro Kosa (TEL: +81-3-3573-3721)

Appointment of Mr. Yuta Misaki as Head of Crypto Asset Business Development Division

S. Science Co., Ltd. (the “Company”) hereby announces that, for the strategic launch of its new Crypto Asset Investment Business, it has established a “Crypto Asset Business Development Division” and appointed Mr. Yuta Misaki, a prominent entrepreneur and investor, as the Head of the division.

1. Background of the Appointment

The Company is preparing for a full-scale entry into the crypto asset investment business as its next growth domain. This field requires an organizational framework capable of driving initiatives with speed and strong execution—from strategy formulation to product development, marketing, and partnership building.

Given these requirements, the Company has determined that the participation of a professional with extensive expertise, networks, and strong communication capabilities in the crypto asset field is indispensable.

2. Profile of Mr. Yuta Misaki

Mr. Misaki has been active as an entrepreneur since his youth, achieving success in direct-to-consumer (D2C) businesses with advanced business development and brand building. He is also highly influential on social media, with a total following exceeding 3.5 million across platforms.

In recent years, he has focused on the crypto asset and Web3 sectors, earning high recognition as a businessman with both practical expertise and strong networks in Japan and abroad.

Biography (summary):

- 2007: Founded Media Hearts Co., Ltd., building wealth through affiliate marketing and official mobile carrier websites.
- Later achieved a major hit product with “Sukkiri Fruits Aojiru,” growing annual sales to JPY 13 billion in his mid-20s, earning him the nickname “Aojiru Prince.”
- Around 2020, transitioned into an influencer role, gaining over 3 million followers within a few years while continuing as an entrepreneur.
- An early investor in crypto assets; author of several books on cryptocurrency investment, including “Earning 5 Billion Yen from ICO Investments” and “Turning JPY 100,000 into JPY 200 Million through ICO Investments.”

Social Media Followers (as of March 2025):

- YouTube: approx. 1.09 million
- X (formerly Twitter): approx. 1.579 million

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- Instagram: approx. 584,000
- TikTok: approx. 263,000
Total: approx. 3.51 million

3. Purpose of the Appointment

The Company has decided on this appointment with the aim of accelerating the launch of the crypto asset investment business by leveraging Mr. Misaki's track record and influence. Through his leadership in diverse areas such as strategy formulation, product development, marketing, and partnerships, the Company aims to quickly establish competitive strength in the market.

4. Future Outlook

With this appointment, the Company will build an advanced position in the crypto asset field and foster this business as a new growth engine. By fully utilizing the speed and influence gained through Mr. Misaki's participation, the Company will actively pursue business development to significantly enhance corporate value.