

To whom it may concern

October 1, 2025

Hamee Corp.

(Securities Code: 3134)

President and CEO: Ikuhiro Mizushima

**Notice of NE Inc. released "NE Academy", an online learning
service that develops EC human resources
~Provision of practical programs to support growth
by eliminating the affiliation of EC know-how~**

NE Inc. (Head Office: Yokohama City, Kanagawa Prefecture; President and CEO: Noriyoshi Higo), 100% consolidated subsidiary of Hamee Corp. (Head Office: Odawara City, Kanagawa Prefecture; President and CEO: Ikuhiro Mizushima, Securities Code: TSE Standard Market 3134), announces that it will begin offering NE Academy, an on-line learning service that will systematically learn AI utilization, digital marketing, and practical know-how essential to EC management and corporate growth. The Academy will be released on October 1, 2025. So we announce it as shown in the attached appendix.

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■ Background

Japan's labor force continues to decline, and human resource development and skills retention are urgent issues for businesses. In EC sector in particular, the pace of business expansion has not kept pace with the development of human resources, and the personalization of operations and skill-gaps has become a bottleneck in management. To date, NE has supported more than 6,500 EC businesses through Next Engine, a SaaS type EC back-end system. Leveraging this experience, we have positioned educational programs as the foundation for business growth. We have launched NE Academy.

■ Outline of the service

"NE Academy" is an online education service where EC businesses can acquire the practical skills essential for their growth.

■ Key Features

- More than 900 courses: covering everything from basic marketing to AI, EC operations
- Short-term learning: Almost 10 minutes in one course to balance work
- Specialized curriculum: Can incorporate training and offer unique courses
- Learning Settlement Support: Visualize Understanding with Tests and Reports
- Flexible contracts: From 1ID to large-scale

■ Benefits

- Accelerating employee skills acquisition: Supporting the creation of a foundation for business growth in an era of recruitment difficulties
- Eliminating reliance on individuals: Sharing knowledge throughout the organization and eliminating dependence on specific employees
- Reduction of educational resources: Reducing the burden of employee education through video educational materials and learning support functions
- Efficiency of education investment: Introduced at a low cost, and can be measured up to the effects
- Direct link to management results: Realize a cycle that leads to learning and sales expansion and operational improvements

■ Future Outlook

After the release, courses such as "Next Engine Basic Edition" are scheduled to be released one after another. This will support new employee training and in-house retention and directly support the elimination of affinity at Next Engine clients' companies.

In addition, we will expand our courses on AI utilization and state-of-the-art marketing methods to continually provide EC businesses with the opportunity to learn and adapt to rapidly changing market conditions.

NE aims to realize a "Frenzy into Commerce" as a purpose through a growth-support model that unifies educational, systems, and data.

■ Special offer

In celebration of the release, the first 500 accounts from companies implementing the service by the end of December 2025 will be eligible for a 10% cashback of the initial year's tuition fee.

■ Contact information for "NE Academy"

Details and Application: <https://consulting.ne-inc.jp/ne-academy>

Telephone: +81-50-1725-4536 (Weekdays 9:30 a.m. - 6:30 p.m.)

e-mail: academy-cs@ne-inc.jp

■ Outline of NE Inc.

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Address	16F EPIC TOWER SHIN YOKOHAMA, 3-2-3 Shin-Yokohama, Kohoku-ku, Yokohama City, Kanagawa Prefecture, 222-0033 Japan
Incorporation	May 2, 2022
Parent company	Hamee Corp. (100%)
Business	EC support, SaaS business, regional revitalization and local government support business and Consulting business
Website	https://ne-inc.jp

■ Contact information for this article

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