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July 19, 2024

Company name: MINKABU THE INFONOID INC.
Representative: Chairman and President Ken Uryu
Listing: Growth Market, Tokyo (4436)
Contact: Executive Officer Yosuke Maeda
(Tel: +81-3-6274-6490)

Notice Regarding the Merger Between Wholly Owned Subsidiaries

MINKABU THE INFONOID, Inc. (hereinafter referred to as "the Company," Headquartered in Minato-ku, Tokyo, Representative Director, Chairman and President: Ken Uryu) hereby announces that at the Board of Directors meeting held today, a resolution was passed to implement a merger between wholly owned subsidiaries, as detailed below.

Please note that as this merger is between the Company's 100% subsidiaries, certain disclosure items and content have been omitted.

1. Purpose of the Merger

The media business of the group of the Company consists of UGC (User Generated Content) media centered around "livedoor Blog", PGC (Professional Generated Content) media centered around "livedoor News," as well as vertical media such as asset formation information media, women-targeted information media, Korean wave information media, and lifestyle information media, operated by livedoor Co., Ltd. Moreover, there is sports vertical media in the group of the Company, operated by SEESAW GAME, Inc. These media have approximately 100 million monthly users.

In order to shift to the next growth stage, the Company made livedoor Co., Ltd. a subsidiary in December 2022, CWS Brains, LTD. (the predecessor of SEESAW GAME, Inc.) a subsidiary in March 2023, and FromOne, Inc., a subsidiary in September 2023. The Company has implemented a series of management integrations to enhance group integration effects. This merger aims to increase revenues by further adding value for the user base of approximately 100 million monthly users, maximizing the integration effects including cost reduction, effectively utilizing management resources, and challenging new fields.

2. Summary of the Merger

(1) Schedule

Date of Board of Directors Resolution (The Company)	July 19, 2024
Date of Contract Signing	July 19, 2024
Shareholders' General Meeting for Merger Approval	

livedoor Co., Ltd.	July 19, 2024
SEESAW GAME, Inc.	July 19,2024
Effective Date of Merger	October 1, 2024

(2) Method of Merger

The merger will be conducted by absorption, with livedoor Co., Ltd. as the surviving company. SEESAW GAME, Inc. will be dissolved on the effective date of the merger.

(3) Allocation Details Related to the Merger

This is a merger between the Company's wholly owned subsidiaries, therefore there will be no issuance of shares or allocation of cash or equivalent.

(4) Treatment of Stock Options of the Dissolved Company and Convertible Bonds with Stock Options

There are no relevant items.

(5) Overview of the Merged Company

		Surviving Company	Dissolved Company
(1)	Company Name	livedoor Co., Ltd.	SEESAW GAME, Inc.
(2)	Title and Name of the Representative	Representative Director, President & COO, Naohito Miyamoto	Representative Director & President, Naohito Miyamoto
(3)	Headquarters Address	1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo	1-9-1 Higashi-Shimbashi, Minato-ku, Tokyo
(4)	Business Activities	Operation of comprehensive net media such as "livedoor Blog," "livedoor News," and "Kstyle."	Operation of sports specialty media, entrusted production of videos, and facility management, among others
(5)	Paid-in Capital	10 million yen	244 million yen
(6)	Date of Establishment	October 7, 2022	December 26, 1989
(7)	Fiscal Year	March 31	March 31
(8)	Major Shareholders and Shareholding Ratios	Wholly owned by the Company	Wholly owned by the Company

(6) Post-Merger Situation

As a result of this merger, the surviving company will inherit the business of the dissolved company. There will be no changes to the name, address, title and name of the representative, capital, or fiscal year of the surviving company.

(7) Others

We will inform separately regarding the executive structure of the surviving company post-merger.

(8) Outlook for the future

Through this merger, the Company aims to monetize advertising-related revenues, including the deployment of sports media advertising products on livedoor media, and business-related revenues through collaboration with real events (please refer to today's announcement regarding 『Announcement of the Naming of Ariake Urban Sports Park as "livedoor URBAN SPORTS PARK"』). At the same time, the Company plans to reduce costs through the efficiency of integrating the management systems. Regarding the impact of this matter on our consolidated business results for the fiscal year ending March 2025, we are currently under review. Should any matters requiring disclosure arise, we will disclose as soon as it is determined.

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