

November 12, 2024

Company name:	U-NEXT HOLDINGS Co., Ltd.
Representative:	Yasuhide Uno, President, Representative Director & CEO
	(Securities code: 9418)
Contact:	Sho Nishimoto, Executive Officer & CFO
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Notice on the conclusion of a Business Alliance Agreement with GENDA Inc.

U-NEXT HOLDINGS Co., Ltd. (the “Company”) hereby announces that concluded a business alliance agreement with GENDA Inc. (“GENDA”).

1. Purpose of the business alliance

the Company provide new value to society through Content distribution business, Store & Facility business, Communication & Energy business, Financial, Realty & Global business under corporate slogan “NEXT for U” and vision to “Renew the future with entertainment and technology”. In Store & Facility business, the Company have a customer base of approximately 850,000 nationwide, including restaurants, retail stores, accommodation facilities, and medical institutions and offer value-added solutions centered on DX support for store/facility operations through various sales channels.

On the other hand, GENDA has set its aspiration of “More fun for your days” and its aims to become “the World’s No.1 Entertainment Company” by 2040. GENDA’s growth strategy is to achieve “Continuous Transformational Growth” through M&A in the entertainment business, and they run their business in two segments, “Entertainment Platform Business,” which operates store-based business such as amusement arcade, karaoke etc. and “Entertainment Contents Business,” which handles the upstream areas of entertainment such as IP.” Furthermore, by promoting DX with their own tech members, GENDA is creating synergy effects among group companies and providing high-quality services in line with the current trends.

Through this business alliance, the Company and GENDA aim to develop our respective businesses in the field of entertainment and improve corporate value by sharing resources such as customer base, sales channels, knowledge, and expertise.

2. Detail of the business alliance

- (1) Collaboration between the DX solution and distributed content of the Company and the entertainment platform deployed by GENDA.
- (2) Exploring the potential for new product development and improving customer value through the sharing and utilization of DX, store/facility operation-related knowledge held by the Company and GENDA.

3. Overview of the counterparty of business alliance

Overview of the counterparty of business alliance				
(1)	Name	GENDA Inc.		
(2)	Address	Tokyo Shiodome Building 17 th Floor, 1-9-1 Higashi Shimbashi, Minato-ku, Tokyo, Japan		
(3)	Title and name of the representative	Nao Kataoka, Representative Director and Chairman of the Board Mai Shin, Representative Director and President		
(4)	Business description	Entertainment Platform Business, Entertainment Contents Business		
(5)	Capital (As of July 31, 2024)	19,764 million yen (Including capital surplus)		
(6)	Date of incorporation	May 2018		
(7)	Major shareholders and shareholding ratio (As of July 31, 2024)	Hideki Yoshimura Midas B Investment Limited Partnership	35.15%	
		Nao Kataoka	13.37%	
		CGML-LONDON EQUITY (standing proxy: Citibank, N.A., Tokyo Branch)	8.12%	
		Custody Bank of Japan, Ltd. (trust account)	4.58%	
		CEPLUX-THE INDEPENDENT UCITS PLATFORM2 (standing proxy: Citibank, N.A., Tokyo Branch)	3.41%	
		Midas Capital G Fund L.L.P.	2.89%	
		Shin Mai LLC	2.71%	
		Kota Watanabe	2.61%	
		Mai Shin	2.58%	
		STATE STREET BANK AND TRUST COMPANY 505001 (standing proxy: HSBC Tokyo Branch)	2.13%	
(8)	Relationships between the companies			
	Capital relationship	Not applicable.		
	Personnel relationship	Not applicable.		
	Transaction relationship	Not applicable.		
	Applicability to related party	Not applicable.		
(9)	Operating results and financial position in the past three years (Consolidated)			
		Fiscal year ended January 31, 2022	Fiscal year ended January 31, 2023	Fiscal year ended January 31, 2024
	Net assets	7,744	11,240	19,664
	Total assets	26,708	31,033	52,141
	Net assets per share (yen)	242.45	353.27	566.44
	Net sales	38,111	46,091	55,697
	Operating profit	4,024	4,244	5,370
	Ordinary profit	3,939	4,011	5,216
	Net income attributable to owners of the parent	2,727	3,494	4,178
	Net income per share (yen)	93.58	109.99	126.41

(Unit: million yen, unless otherwise stated)

4. Schedule

Execution date of agreement November 12, 2024 (Today)

5. Future outlook

The impact of the business alliance on the consolidated financial results of the Company for the current fiscal year is currently expected to be minimal. Any matters requiring disclosure arising in the future will be promptly disclosed.