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Notice to Regarding Receipt of the “2024 IR Award Winners”

U-NEXT HOLDINGS Co., Ltd. (the “Company”) is pleased to announce that the Company has received the “Best IR Award for Encouragement” in the “2024 IR Award winners” selected by the Japan Investor Relations Association.



The Japan Investor Relations Association (JIRA) is the only privately-run non-profit organization working for proliferation and improvement of IR activities in Japan. It was established in 1993. Through studies, research, provisions of information, and interchanges among members, JIRA plays a vital role as an “information center of IR activities in Japan.” The IR Award is designed to recognize companies that have been highly accredited in the investment community for their understanding and promotion of IR activities. This year marks the 29th year since the first IR Award.

In the 2024 IR Award, a total of 12 companies were selected from among 355 member companies of the Japan Investor Relations Association that applied through the third round of screening: two companies for the “IR Grand Prix,” six for the “Best IR Awards,” two for the “IR Special Awards,” and two for the “Best IR Awards for Encouragement.”

The “Best IR Award for Encouragement,” which is the Company received, is out of the applicants for the Best IR Award, the companies selected in this award category are from among: companies listed on the TSE Standard Market or the TSE Growth Market; companies listed on other emerging markets; companies that are listed on the TSE Prime Market but have been within ten years of their initial public offering; or small and midcap companies which apply for

the Best IR Award for the first time.

The reasons for the award are as follows (*Excerpt from the news release of JIRA):

- The Company is strengthening information disclosure to promote understanding of its diversified businesses. Presentation materials included detailed variable factors related to performance and the status of achievement of KPIs, and the IR department responds promptly to questions from investors.
- The Company is also creating materials that explain business models and competitive advantages for each segment in an effort to cultivate a new investor base.
- The Company is also proactive in holding briefings and events which are attended by the heads of business divisions. It is increasing opportunities to make top management's ideas better known and to engage in dialogue with investors.

The Company will continue to focus on maintaining and building a relationship of trust with the capital market and will apply the feedback received from shareholders and investors to improve IR activities and meet the expectations of the stock market.