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Notice on global distribution of TBS's and TV Tokyo's drama content on "Max"
through business partnership in Content distribution

U-NEXT HOLDINGS Co., Ltd. is pleased to announce that U-NEXT Co., Ltd. ("U-NEXT"), which provides the content distribution service provider within our group, will leverage its domestic and international partnerships to mutually promote business growth. Through the video-on-demand service "Max" operated by Warner Bros. Discovery ("WBD"), drama content from Tokyo Broadcasting System Television, Inc. ("TBS") and TV TOKYO Corporation ("TV Tokyo") will be distributed globally.

U-NEXT | max

U-NEXTを通じて日本コンテンツを世界へ

第1弾として、ドラマ10作品が世界配信決定

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U-NEXT established business partnerships with TBS and TV Tokyo through the service integration with "Paravi" in March 2023, and in September 2024, established a business partnership with WBD, granting domestic exclusivity. The objective of this project is to maximize the value of collaborative relationships, with U-NEXT serving as a hub. At first, we will focus on promoting sustained engagement among international subscribers who are less familiar with Japanese content, distributing drama content from TBS and TV Tokyo. Moving forward, we aim to play a part in sharing high-quality Japanese IP globally, including movies, anime, and variety programs.

For details on the content being distributed and other information, please refer to the press release issued by U-NEXT today : "U-NEXT から世界中の「Max」へ。U-NEXT を通じて日本コンテンツをグローバルに配信決定。第1弾は TBS・テレビ東京のドラマ作品(*Only in Japanese)" (<https://www.unext.co.jp/ja/press-room>).

* WBD has also issued press releases regarding this matter today.

We are currently assessing that the impact of this matter on our consolidated financial results for the fiscal year ending August 31, 2025, is minimal. However, should any material developments that need to be disclosed, we will promptly make the necessary announcement.