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Nov. 19, 2026

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Notice Regarding Business Expansion in the European Gaming Market by Our Consolidated Subsidiary ~ Paris Site Becomes One of the Group's Fastest-Growing Operations, Expanding into Adjacent Markets ~

We are pleased to announce that Side France SAS (Headquarters: Paris, France; hereinafter the "Paris site"), a subsidiary of Side International Holdings Limited (Headquarters: London, UK; CEO: Deborah Kirkham; hereinafter "Side"), our consolidated subsidiary, has expanded its revenue by 243% since its establishment in 2023, becoming one of the fastest-growing operations within the Group.

1. Background - The European Game Market Continues to Expand, Driving Increased Demand for Localization —

Side is an intermediate holding company that oversees subsidiaries responsible for Overseas Solutions business. Through its subsidiaries, the company provides a wide range of game development-related services, including game QA, localization, voice recording, customer support, and art production. Sales for Overseas Solutions account for 42.6% of the company’s consolidated sales (for the fiscal year ending January 2026).

Europe is one of the key markets in the global gaming industry, alongside North America and Asia. In recent years, development has been proceeding with a global launch in mind not only for AAA titles *but also for indie games, leading to growing demand for localization and voice recording services that optimize games for diverse languages and cultural regions.

*Large-scale game titles produced with substantial development and marketing budgets

Against this market backdrop, Side—the Group company responsible for Overseas Solutions—is expanding its voice recording and localization services to deliver game experiences to players across diverse languages and cultures.

2. Overview - Expanding into Adjacent Markets Through Experienced Talent and Recording Capabilities

Since its establishment in 2023, Side’s Paris site has been providing services centered on voice recording and related services. With over a century of industry experience across the team, the site works in collaboration with the Group’s global network spanning 28 cities worldwide to support a wide range of projects.

More recently, the Paris site has provided voice recording services as part of localization projects for notable titles including *Control Resonant* by Remedy Entertainment Oyj and *The Legend of Zelda: Ocarina of Time* by Nintendo Co., Ltd.

This site is staffed by members with extensive industry experience. In 2026 alone, the site conducted more than 1,500 voice recording sessions involving over 300 voice actors and performers. Beyond gaming, Side is also expanding into adjacent markets through dataset services for AI developers and IT service offerings. Through these initiatives, Side is working to expand its customer base, particularly in Europe, and enhance its service delivery capabilities.



3. Relationship to the Group’s Growth Strategy

Our Group began as a provider of BPO services such as game QA and monitoring in Japan and has since evolved into a global BPO partner for game and software development, currently operating in 28 cities worldwide.

Within our Overseas Solutions business, the Paris site has significantly expanded its revenue in a relatively short period of time and is positioned as one of the key drivers supporting the Group's expansion in the European market. In addition, Side is expanding into adjacent markets and enhancing its service offerings through the use of AI technologies. We believe these initiatives will lead to increased service value and higher average revenue per customer, thereby contributing to improved profitability over the medium to long term.

Going forward, our Group will continue to pursue sustainable growth and enhance corporate value by providing services that leverage our regional expertise and global network.

4. Impact on Financial Results

While the impact on consolidated financial results for the fiscal year ending January 2027 is expected to be limited, we believe the growth of the Paris site will enhance the competitiveness of our localization services, including voice recording, and strengthen our presence in the European market, contributing to the expansion of our overseas gaming business and the strengthening of our revenue base.

Should any matters requiring disclosure regarding the impact on business performance or other related issues arise in the future, we will promptly provide an update.

~ Notice Regarding Special Shareholder Benefit Program to Mark the 15th Anniversary of Our Listing ~

The Company marked the 15th anniversary of its listing on the Tokyo Stock Exchange on October 26, 2026. To express our sincere appreciation to our shareholders for their longstanding support, we have announced the implementation of a special shareholder benefit program. In addition to a planned term-end dividend of ¥8 per share (for a total annual dividend of ¥16 per share), shareholders will receive up to 27,000 shareholder benefit points (equivalent to approximately ¥27,000) depending on the number of shares held. (1 point is approximately equivalent to ¥1. The shareholder benefit record date is January 31, 2027.)

For details, please refer to the following announcement.

Notice Regarding the Implementation of a Special Shareholder Benefit Program

Please also refer to the information below for inquiries regarding the special shareholder benefits and our responses.

Questions from Investors (Page 4: Special Shareholder Benefit Program)