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June 25, 2026

Company Name gumi Inc.
Representative Hiroyuki Kawamoto, Representative Director
(Code: 3903; TSE Prime Market)
Inquiries Makoto Motoyoshi, Director
(TEL. +81 3-5358-5322)

Notice Concerning the Execution of a Joint Business Agreement Related to K-POP

gumi Inc. (the "Company") hereby announces that it has entered into a joint business agreement with STONE.B Co.,Ltd. (hereinafter "STONE.B"), a global IP platform that conducts cutting-edge entertainment planning and production, and has decided, as part thereof, to make an investment in K-POP IP content (hereinafter the "Project") and to advance related businesses.

The Project will be the first project embodying the growth strategy of the "Neo-Media Entertainment Business" set forth by the Company, and will involve collaborations between K-POP artists and Japanese IP.

In addition, STONE.B, the joint business partner, has a proven track record of handling numerous artist projects to date, and starting with the Project, the Company will continue to develop IP projects and related initiatives featuring prominent artists, in partnership with STONE.B.

1. Background and Purpose of This Matter

As stated in the "Fiscal Year 2026 (May 2025-April 2026) Q4 & Full Year Financial Briefing" and "Notice Concerning Changes to Reportable Segments" announced on June 12, 2026, the Company realigned its business segments into the "Neo-Media Entertainment Business" and the "Neo-Crypto Business" going forward, with a view to building a new economic sphere through coordination with the SBI Group.

Among these, with regard to the Neo-Media Entertainment Business, the principal policy is to broadly cover the entire entertainment value chain of (1) IP acquisition, (2) game development, and (3) peripheral entertainment, and the Project represents the first initiative under this IP acquisition strategy.

In Japan, the K-POP market has rapidly expanded in recent years, and in 2024 the market for live performances by K-POP artists reached 84.4 billion yen (13.8%* of the overall domestic live entertainment market). In 2025 as well, demand for performances by K-POP artists at major domestic venues has continued at a high level, and the market's expansion trend has continued. The Otaku-related market, including fan engagement activities (Oshi-katsu), has also grown to exceed 1 trillion yen** and continues to expand. The Company views the environment across both markets as an opportunity and has decided to undertake the Project.

* "Annual Basic Survey Report 2024" ALL JAPAN CONCERT & LIVE ENTERTAINMENT PROMOTERS CONFERENCE
** "Survey on the Otaku Market 2025" Yano Research Institute Ltd.

2. Overview of the Project

The Project is currently in production. Detailed information regarding the K-POP artists and Japanese IP will be announced separately at an appropriate time.

3. Overview of the Joint Business Partner

Company Overview

Name	STONE.B Co.,Ltd.
Address	VORT Higashi-Shinjuku 501, 2-2-12 Okubo, Shinjuku-ku, Tokyo
Representative	Co-Founder & CEO KIM WOO JAE Co-Founder & CEO CHO YOUNSANG
Business Description	Platform operation, ticket sales system, event production and operation, event hosting, IP content planning and development, goods planning and sales, SI business, solution development, system and IT service development
Major Event Track Record	-"NMIXX FAN CONCERT “NMIXX CHANGE UP:MIXX LAB IN TOKYO” " January 11-12, 2025 -"2024 IU H.E.R. WORLD TOUR CONCERT IN YOKOHAMA" March 23-24, 2024
URL	(Company) https://stoneb.jp/company (Platform) https://www.mahocast.com/