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Notice Regarding Agreement to Enter into a Comprehensive Strategic Partnership with NBCUniversal for the Japanese Market

U-NEXT HOLDINGS Co., Ltd. hereby announces that U-NEXT Co., Ltd., the Group company that operates the content distribution service “U-NEXT,” has entered into a comprehensive strategic partnership agreement with NBCUniversal, one of the world’s leading media and entertainment companies, covering the Japanese market.



NBCUniversal



“U-NEXT” has grown steadily as a comprehensive entertainment platform originating in Japan, offering a rich one-stop lineup spanning films, dramas, anime, live streaming of sports and music, kids’ content and e-books. As of the end of May 2026, its paying subscribers exceeded 5.2 million, giving it the second-largest share of Japan’s subscription video-on-demand market after Netflix (source: GEM Partners). In recent years, it has also been expanding its business areas centered on entertainment, including intellectual property (IP) development through the planning and production of original content—including a Prix Jeunesse award-winning title—and the publication of original books, as well as bundled mobile plans.

NBCUniversal is one of the world’s leading media and entertainment companies, boasting a diverse business portfolio. Its core businesses comprise “NBC,” one of the three major U.S. television networks, which marks its 100th anniversary this year; “Peacock,” its video streaming service for the U.S. market; “Universal Pictures,” the oldest film studio in the United States, which has produced and distributed hit franchises such as *Jurassic World*, *Fast & Furious*, and *Minions*; and “Universal Studios,” which operates immersive theme parks worldwide leveraging popular intellectual properties (IPs).

As the global entertainment market shifts toward cross-channel business models that integrate production, distribution and experiences around IP, the Group aims, under this strategic partnership with NBCUniversal, through collaboration encompassing not only video content but also the creation of real-world experiences, to maximize business value for both parties in the Japanese market and to contribute to the global development of the content industry.

<Principal Elements of the Partnership>

① Exclusive Offering of Premium Content through “Universal+”

Through this partnership, “U-NEXT” will become the exclusive platform in Japan to launch “Universal+,” NBCUniversal’s global streaming brand. Notably, this marks the first time “Universal+” will be introduced with its full lineup in the Asia-Pacific region.

Beginning in September 2026, NBCUniversal’s extensive library of films and dramas will be released sequentially on “U-NEXT.” Additionally, starting next spring, the lineup will expand to include major drama series and the latest films recently released in theaters.

② Collaboration with “Universal Studios Japan”

“U-NEXT” will collaborate with “Universal Studios Japan,” the highly popular theme park marking its 25th anniversary this year, to drive mutual customer traffic through joint marketing initiatives. In addition, by advancing the initiatives set out below, the parties aim to deliver new entertainment experiences and member value that extend beyond content viewing:

- i. Joint development of live music performances, events, etc.
- ii. Provision of new experiences and benefits exclusive to U-NEXT subscribers.
- iii. Discussions toward the planning and production of special video content featuring Universal Studios Japan.

③ Building a new distribution network for Japanese content through NBCUniversal’s global network

In light of NBCUniversal’s active global strategy, the Group will promote the overseas expansion of Japanese television dramas, anime and films, as well as U-NEXT original works, with a view to collaborating with NBCUniversal’s distribution and partner networks spanning regions around the world, including “Peacock” and “Universal+.” The Group aims to serve as a new distribution hub for delivering Japanese content to the world, and the two companies also plan to discuss increasing the overseas exposure and recognition of the “U-NEXT” brand.

As this initiative will commence from September 2026 onward, it will have no impact on the Company’s consolidated financial results for the current fiscal year.