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November 12, 2020

Company name: TV Asahi Holdings Corporation
Representative: Hiroshi Hayakawa, Chairman and CEO
Securities code: 9409 (Tokyo Stock Exchange, First Section)
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**Notice Regarding Acquisition of Shares of ITTY, INC.
(and conversion to consolidated subsidiary)**

TV Asahi Holdings Corporation (the “Company”) hereby announces that its consolidated subsidiary TV Asahi Corporation (“TV Asahi”) has resolved at the Board of Directors meeting held today to acquire the shares of ITTY, INC. (“ITTY”) and make it a consolidated subsidiary (wholly-owned subsidiary).

1. Reason for Acquisition of Shares

The business environment surrounding the TV Asahi Group is changing significantly. With the aim to evolve into a television station for the new era, the Company is currently executing the TV Asahi 360° Medium-term Management Plan running from FY2020 through FY2025. As part of this management plan, the Company is undertaking organizational reforms and working to maximize earnings by bringing together the content production function and business function under one directive. The TV shopping business, which operates in line with TV broadcasting, is one of the key businesses of the Company, and in order to further expand operations in this domain, TV Asahi has decided to acquire the shares of ITTY and make it into a consolidated subsidiary.

Guided by its corporate philosophy of “producing allure”, ITTY widely sells internally developed products on e-commerce sites and through TV shopping channels. It also has an extensive array of hit products.

The Company believes this acquisition will strengthen the collaboration between the two companies and contribute to increasing the Group’s corporate value.

2. Overview of the Company to Become a Consolidated Subsidiary

(1) Company name	ITTY, INC.
(2) Address	2-14-18, Shibuya, Shibuya-ku, Tokyo
(3) Representative	Yo Takimoto, President / Member of the Board
(4) Business	Product planning and development
(5) Capital	100 million yen

(6)	Establishment date	October 27, 2017	
(7)	Voting rights ownership ratio after acquisition	100.00%	
(8)	Relationship between the Company and ITTY	Capital relationship	There is no capital relationship between the Company and ITTY. There are also no noteworthy capital relationships between ITTY and the Company's related parties and/or affiliates.
		Personnel relationship	There are no personnel relationships between the Company and ITTY. There are also no noteworthy personnel relationships between ITTY and the Company's related parties and/or affiliates.
		Business relationship	There are no business relationships between the Company and ITTY. There are also no noteworthy business relationships between ITTY and the Company's related parties and/or affiliates.
(9)	Operating results and financial position of ITTY for the last two years		
	Fiscal year ended:	August 31, 2018	August 31, 2019
	Net assets	945 million yen	1,051 million yen
	Total assets	2,240 million yen	2,007 million yen

*ITTY has no subsidiaries or group companies, and thus, the figures for operating results and financial position for the last two years are of a non-consolidated basis.

3. Schedule

- (1) Date of Board of Directors resolution: November 12, 2020
- (2) Date of agreement: November 2020 (scheduled)
- (3) Date of share transfer: November 2020 (scheduled)

4. Future Outlook

The impact of this acquisition on consolidated earnings is minor.

Reference: FY2020 Consolidated Earnings Forecast (announced Nov 12, 2020) and FY2019 results

	Net sales	Operating income	Ordinary income	Profit attributable to owners of the parent
	million yen	million yen	million yen	million yen
Forecast for fiscal year ending March 31, 2021	255,000	5,000	8,000	6,000
Results for fiscal year ended March 31, 2020	293,638	12,565	32,048	26,398