

Note: This document is a direct translation of the Japanese release. All figures in millions of yen have been rounded down to the nearest million yen. If there are any discrepancies between this document and the original Japanese version, the original Japanese version prevails.

December 1, 2021

Company Name	TV Asahi Holdings Corporation
Representative	Hiroshi Hayakawa, Chairman & CEO (Securities Code: 9409)
Information Contact	Masaya Fujinoki, Member of the Board (Tel: +81-3-6406-1115)

Plan to Meet the Continued Listing Criteria of the New Market Segment

TV Asahi Holdings Corporation (the “Company”) has submitted today the application for selecting the Prime Market in the restructuring of the Tokyo Stock Exchange to new market segments that is scheduled for April 2022. On the base date for transition (June 30, 2021), the Company did not meet the continued listing criteria for the Prime Market and thus, hereby announces that it has devised a “plan to meet the continued listing criteria of the new market segment” (the “Plan”) as follows.

● The Company’s state of meeting the continued listing criteria and the period of the plan

The Company’s state of meeting the continued listing criteria for the Prime Market on the base date for transition is listed below and does not meet the criteria of Tradable Share Ratio. The Company will execute various measures to meet the continued listing criteria of Tradable Share Ratio by the end of March 2022.

	No. of Shareholders	No. of Tradable Shares	Tradable Share Market Cap.	Tradable Share Ratio	Average Daily Trading Value	Market Cap.
State of the Company (at base date for transition)	—	351,388 units	67.8 bn yen	32.3%	280 mn yen	—
Continued listing criteria	—	at least 20,000 units	10 bn yen	at least 35%	20 mn yen	—
Item addressed in the Plan	—			○		—

- The basic policy, issues and measures of meeting the continued listing criteria

The management environment surrounding the Company is rapidly changing and evolving into a “TV Station for the New Era” is a crucial management issue. As such, based on the basic policy that content is the source of all value of the TV Asahi Group, the Company has launched and is executing a management plan “TV Asahi 360° 2020-2025” which aims to carry out various businesses that build on content.

In order to accelerate the various measures of the management plan, the Company is pursuing a wide range of collaborative schemes with its shareholders and partners and much synergy is being created. Although the current shareholder structure is contributing towards the Company’s survival in the competitive media environment, the Company does not meet the continued listing criteria of the Prime Market for tradable share ratio (35%) at the base date of transition to the new market segment.

The Company believes it is important to increase stock liquidity and provide an environment that is conducive to investing. The Company will seek to increase the tradable share ratio by largely considering the balance between the current shareholder structure and stock liquidity. Specifically, the Company is approaching shareholders individually that fall under “business corporation, etc.” to request sale of the Company’s stock.

Moreover, at the time of submittal of the Plan, the Company has received unofficial consent from several shareholders regarding the sale of the Company’s stock and foresees to clear the continued listing criteria for tradable share ratio in the near future. Nevertheless, the Company believes that providing an environment that is conducive to investing for its shareholders is a crucial matter and will continue consideration of increasing its tradable share ratio.