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April 5, 2024

Company Name	TV Asahi Holdings Corporation
Representative	Hiroshi Hayakawa, Chairman (Securities Code: 9409, TSE Prime Market)
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Notice Regarding Acquisition of Shares of Consolidated Subsidiary (Conversion into an Equity Method Affiliate)

TV Asahi Holdings Corporation (the “Company”) hereby announces that the Board of Directors of consolidated subsidiary TV Asahi Corporation (“TV Asahi”) resolved on April 5, 2024, to acquire shares of KOTOBUKIYA CO., LTD. (“KOTOBUKIYA”) and convert said company into an equity method affiliate. Details are as follows.

1. Reason for acquisition of shares

The TV Asahi Group is currently carrying out its new management plan “BREAKOUT STATION! TV Asahi for the New Era Management Plan 2023-2025” from fiscal year ending March 31, 2024. Grounded in the basic philosophy that “content is the source of all value”, the Company is executing its “360° strategy” which aims to maximize the value of content through the 360° distribution of content on various media. Within the strategy, “Animation and Game Businesses” and the “Metaverse Business” are identified as growth areas and constructive endeavors are being taken. In order to pursue investments that create a positive growth cycle, the Company has also established a strategic investment initiative in the amount of 50 billion yen.

In line with such strategy, TV Asahi and KOTOBUKIYA has entered into capital and business alliance as announced on December 11, 2023, and sequentially, with aim of further deepening the cooperation of developing and distributing IP and content that leverages the strength of both companies, additional shares of KOTOBUKIYA will be acquired by TV Asahi.

2. Summary of acquisition of shares

TV Asahi will acquire shares of KOTOBUKIYA (“Share Acquisition”) through the off-auction trading system from The Shoko Chukin Bank, Ltd. who is a shareholder of KOTOBUKIYA.

- ① Total number of shares of Share Acquisition: 180,000 shares
- ② Total acquisition amount of Share Acquisition: ¥338 million
- ③ Date of execution of Share Acquisition: April 8, 2024 (scheduled)

3. Overview of the company to become an equity method affiliate

(1) Name of company	KOTOBUKIYA CO., LTD.
(2) Location	4-5 Midori-cho, Tachikawa, Tokyo
(3) Representative	President & CEO, Kazuyuki Shimizu
(4) Scope of business	Planning, manufacturing, sales, etc., of hobby-related products
(5) Paid-in-capital	¥458 million
(6) Date of establishment	January 7, 1953
(7) Percentage of voting rights after additional acquisition	15.07% (12.90%) Note: Percentage in parenthesis is the percentage of voting rights before the additional acquisition

4. Schedule

(1) Date of board of directors resolution	April 5, 2024
(2) Date of share acquisition	April 8, 2024 (scheduled)

5. Future outlook

The impact of this transaction on future consolidated performance is expected to be minimal.