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July 1, 2025

Company Name	TV Asahi Holdings Corporation
Representative	Hiroshi Hayakawa, Chairman
Securities Code	9409 (TSE Prime Market)
Information Contact	Gengo Sunami, Member of the Board (Tel: +81-3-6406-1115)

Notice Regarding the Establishment of EX Innovation Fund 1, a Five-Billion Yen CVC Fund

TV Asahi Holdings Corporation (the “Company”) and Simplex Capital Investment Co., Ltd. (head office: Chiyoda-ku, Tokyo; President and CEO: Hiromasa Mizushima) have jointly established a corporate venture capital (CVC) fund, the EX Innovation Fund 1.

Based on the basic philosophy that content is the source of all value, the TV Asahi Group is accelerating its evolution with the aim to become “TV Asahi for the New Era” in order to realize a society that encourages the pursuit of dreams and hopes.

To date, the Company has implemented initiatives to further develop existing businesses and expand into new business areas through capital and business alliances with start-up companies. However, with the belief that cooperation with a broader range of partners is necessary to achieve continued rapid growth amid sweeping changes in the market, the Company has established the said fund.

In addition, with effect from July 1, the Company has established the Investment Strategy Department within the Corporate Strategy Division to promote M&A, start-up investments and open innovation. The Company will aim to realize a society that encourages the pursuit of dreams and hopes by creating new forms of entertainment through co-creation with start-up companies.

[Overview of the Fund]

Fund name	EX Innovation Fund 1 (EX Innovation Fund 1 Investment Limited Partnership)
Size of fund	5 billion yen
Duration of fund	10 years
Main funding	Start-up companies that expand the possibilities of entertainment,

sectors	focusing primarily on the content and technology sectors
Target funding stages	Start-up companies of a wide range of growth stages, focusing primarily on early- to expansion-stage companies
Unlimited liability partner	Simplex Capital Investment Co., Ltd.
Limited liability partner	TV Asahi Holdings Corporation

[TV Asahi Holdings Corporation]

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Representative: Hiroshi Hayakawa

URL: <https://www.tv-asahihd.co.jp/e/>

[Simplex Capital Investment Co., Ltd.]

Head office: 27th Floor, Shin-Marunouchi Building, 1-5-1, Marunouchi, Chiyoda-ku, Tokyo

Representative: Hiromasa Mizushima

URL: <https://www.simplexasset.com/en/sci/>