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October 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)

**TV Asahi Corporation Invests in HIKE Holdings,
a Company Engaged in Animation IP Business, etc.**

TV Asahi Corporation (“TV Asahi”), a consolidated subsidiary of TV Asahi Holdings Corporation (the “Company”), has made an investment in HIKE Holdings Inc. (“HIKE Holdings”) which engages in content business mainly regarding IP, such as anime, games, live entertainment, merchandise and licensing, etc.

HIKE Holdings is a professional group engaged in the development and cultivation of IP with cross-media distribution in mind, such as its endeavors at animation studio, 100studio, and is a comprehensive entertainment company that undertakes new entertainment productions that merge creativity and technology.

Based on the basic philosophy that “content is the source of all value,” the TV Asahi Group is carrying out its 360° strategy of maximizing the value of content. Following this investment, both companies look forward to deepening collaboration to grow businesses surrounding IP and enhancing corporate value of both companies.

[Overview of HIKE Holdings]

Name: HIKE Holdings Inc.

Location: JRE Nishi-Shinjuku Terrace 3F/4F, 3-2-4 Nishi-Shinjuku, Shinjuku-ku, Tokyo 106-0023

Establishment: April 30, 2025

Representative: Masataka Mikami, CEO

Subsidiary Company: HIKE Inc.

Location: JRE Nishi-Shinjuku Terrace 3F/4F, 3-2-4 Nishi-Shinjuku, Shinjuku-ku, Tokyo 106-0023

Establishment: March 14, 2018

Representative: Masataka Mikami, CEO

Business: animation, live entertainment, merchandising, rights management, game development, content marketing promotion, creative production (2D/3D animation, design, books and manga editing, visual production, graphic production, live event production, web production), AX and DX solutions, global HR

URL: <https://hike.inc/>