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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 Change in Dividend Policy

TV Asahi Holdings Corporation (the “Company”) hereby announces that it has resolved at its Board of Directors held today to change the Company’s dividend policy as outlined below.

1. Reason for the Change in Dividend Policy

Based on the management plan “START UP TV Asahi Management Plan 2026–2029,” which shall begin in April 2026, the Company will continue its efforts to further enhance corporate value and capital efficiency. As part of this initiative, and in order to enhance returns to shareholders, the Company has revised its dividend policy to aim for a consolidated dividend payout ratio of approximately 40%.

2. Details of the Dividend Policy (underlined portions indicate changes)

Before the change:

The Company considers returning profits to shareholders to be an important management priority.

The Company’s basic policy is to return profits to shareholders by providing stable common dividends focused on continuous growth while balancing internal reserves aimed at strengthening the long-term corporate foundation essential for a certified broadcasting holding company that fully owns terrestrial, BS, and CS broadcasting operators, and through commemorative dividends on milestone occasions and special dividends reflecting business performance of each fiscal year.

After the change:

The Company considers returning profits to shareholders to be an important management priority.

The Company’s basic policy is to return profits to shareholders through continuous and stable dividends targeting a consolidated dividend payout ratio of approximately 40% while comprehensively taking into account the balancing of internal reserves aimed at strengthening the long-term corporate foundation essential for a certified broadcasting holding company that fully owns terrestrial, BS, and CS

broadcasting operators, the management environment, business performance for each fiscal year, investment plans, and cash-flow trends. In addition, excluding times of large declines in performance and other factors due to deterioration in the business environment, the annual minimum dividend per share will be set at 60 yen.

Timing of the Change

The change will be applied from the fiscal year ending March 31, 2027.