

October 29, 2024

To Our Valued Stakeholders

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| Company Name | GENDA Inc. | |
| Name of Representative | Representative Director | Mai Shin |
| | and President | |
| (Code No.: 9166 Tokyo Stock Exchange Growth Market) | | |
| Contact information | Director CFO | Taiju Watanabe |
| | | (TEL 03-6281-4781) |

Notice of Commencement of Collaboration with Fuji Kyuko Co., Ltd.

GENDA Inc. (Headquarters: Minato-ku, Tokyo; Representative Director and Chairman of the Board: Nao Kataoka; Representative Director and President: Mai Shin; hereinafter "the Company") announces that we have entered into a collaboration with Fuji Kyuko Co., Ltd. (Headquarters: Fujiyoshida city, Yamanashi; President and Representative Director: Koichiro Horiuchi; hereinafter "FUJIKYU") as follows.

1. Reasons for collaboration

The Company has set the aspiration of "More fun for your days" and aims to become "the World's No.1 Entertainment Company" by 2040. Our growth strategy is to achieve "Continuous Transformational Growth" through M&A in the entertainment industry, and we operate our business in two segments: the Entertainment Platform Business, which operates store-based business such as amusement arcade, karaoke etc., and the Entertainment Contents Business, which handles the upstream areas of entertainment such as IP. In addition, by promoting DX with our own tech members, we are creating synergy effects among group companies and providing high-quality services in line with the current trends.

On the other hand, based on their founding spirit of "expanding Mt. Fuji to the world" and their management philosophy of "Always 'Pleasure · Inspiration,'" FUJIKYU operates leisure and service, transportation and real estate business etc., aiming to achieve both social and economic value. In the leisure and service business, they operate the amusement park "Fuji-Q Highland" (located in Fujiyoshida city, Yamanashi) as their core business. Furthermore, they have formed the Fuji-Q Highland area together with the adjacent "Highland Resort Hotel & Spa," welcoming guests from Japan and abroad, mainly young people and families, and providing high-quality hospitality services. In addition, they have formed a large economic zone in the Mt. Fuji area by establishing a value chain with the transportation business. FUJIKYU has positioned this period

as "a period to attract a wide range of domestic and international visitors with the aim of becoming a comprehensive producer that delivers all the blessings of Mt. Fuji" in their "Mid-term Management Plan for FY2022-2025."

The Company will continue to provide entertainment that both domestic and international visitors can enjoy through collaboration with FUJIKYU, which is strengthening their efforts to attract inbound tourists.

2. Details of collaboration

The Company is considering collaborating as follows, to achieve mutual development of both FUJIKYU and the Company.

- (1) Planned to open "GiGO," which is an amusement arcade run by our group company, GENDA GiGO Entertainment Inc. (Headquarters: Minato-ku, Tokyo; Representative Director and President: Kazuhiro Ninomiya), in Fuji-Q Highland next spring.
- (2) Planned to open a new VR attraction produced as a joint project of our group company, Dynamo Amusement, Inc. (Headquarters: Chiyoda-ku, Tokyo; Representative Director and President: Naoki Ogawa), and FUJIKYU, in Fuji-Q Highland next spring.

3. Outline of the Collaboration partner

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| (1) | Name | Fuji Kyuko Co., Ltd. |
| (2) | Location | 5-2-1 Shin-nishihara, Fujiyoshida city, Yamanashi, Japan |
| (3) | Title and name of representative | President and Representative Director Koichiro Horiuchi |
| (4) | Business | Leisure and service, transportation, real estate business |
| (5) | Capital stock | 9,126 million yen |
| (6) | Date of Establishment | September 18, 1926 |

4. Future outlook

The impact of this matter on the consolidated business performance and financial position of our group is minor.