

November 12, 2024

To Our Valued Stakeholders

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 Concerning Conclusion of Business Collaboration Agreement
with U-NEXT HOLDINGS Co., Ltd.

GENDA Inc. (Headquarters: Minato-ku, Tokyo; Representative Director and Chairman of the Board: Nao Kataoka; Representative Director and President: Mai Shin; hereinafter "Company") announces that we have decided to conclude a business collaboration agreement with U-NEXT HOLDINGS CO., Ltd. (Headquarters: Shinagawa-ku, Tokyo; Representative Director, President & CEO: Yasuhide Uno; hereinafter "U-NEXT HOLDINGS") toward business collaboration (hereinafter "Business Collaboration") today as follows.

1. Reason for the Business 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: "Entertainment Platform Business," which operates store-based business such as amusement arcade, karaoke etc., and "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.

Meanwhile, under the corporate slogan of "NEXT for U," U-NEXT HOLDINGS provides the society new values through each business of content distribution, store and facility solution, communication and energy, finance, realty and global with desire "Renew the future with entertainment and technology" Among these business fields, they have a base of about 850,000 clients nationwide such as restaurants, retail stores, accommodations and medical institutions in the store and facility solution business and provide value-added solutions centered on DX support

on store and facility operation through various sales channels.

Through the Business Collaboration, in the entertainment business field, we aim to develop our business and increase the corporate value each other by mutually sharing the base of customers, the sales channels and resources like knowledge and know-how which U-NEXT HOLDINGS and the Company have.

2. Details of the Business Collaboration

- (1) Alignment of DX solutions and contents for distribution developed by U-NEXT HOLDINGS and the Entertainment Platform developed by the Company.
- (2) Investigate the possibility of developing new products and increasing the value provided to customers by sharing and utilizing know-how and knowledge related to DX and operation of facility and store owned by U-NEXT HOLDINGS and the Company.

3. Outline of the Business Collaboration partner

(1)	Name	U-NEXT HOLDINGS Co., Ltd.																					
(2)	Location	3-1-1 Kamiosaki, Shinagawa-ku, Tokyo																					
(3)	Title and Name of representative	Yasuhide Uno, Representative Director, President & CEO																					
(4)	Business	Content distribution business, store and facility solution business, communication and energy business, financial, realty and global business																					
(5)	Capital stock	99 million yen																					
(6)	Date of Establishment	February 3, 2009																					
(7)	Major Shareholders and Shareholding Ratio (as of August 31, 2024)	<table border="0"> <tr> <td>UNO-HOLDINGS, Co., Ltd.</td> <td style="text-align: right;">50.09%</td> </tr> <tr> <td>Yasuhide Uno</td> <td style="text-align: right;">6.94%</td> </tr> <tr> <td>Custody Bank of Japan, Ltd. (trust account)</td> <td style="text-align: right;">4.33%</td> </tr> <tr> <td>The Master Trust Bank of Japan, Ltd. (trust account)</td> <td style="text-align: right;">4.25%</td> </tr> <tr> <td>HIKARI TSUSHIN, INC.</td> <td style="text-align: right;">3.21%</td> </tr> <tr> <td>SIL Co., Ltd.</td> <td style="text-align: right;">2.21%</td> </tr> <tr> <td>TBS HOLDINGS, INC.</td> <td style="text-align: right;">1.58%</td> </tr> <tr> <td>TV TOKYO Holdings Corporation</td> <td style="text-align: right;">1.38%</td> </tr> <tr> <td>Central Tanshi Co., Ltd.</td> <td style="text-align: right;">1.16%</td> </tr> <tr> <td>UEDA YAGI TANSHI Co., Ltd.</td> <td style="text-align: right;">0.76%</td> </tr> </table>		UNO-HOLDINGS, Co., Ltd.	50.09%	Yasuhide Uno	6.94%	Custody Bank of Japan, Ltd. (trust account)	4.33%	The Master Trust Bank of Japan, Ltd. (trust account)	4.25%	HIKARI TSUSHIN, INC.	3.21%	SIL Co., Ltd.	2.21%	TBS HOLDINGS, INC.	1.58%	TV TOKYO Holdings Corporation	1.38%	Central Tanshi Co., Ltd.	1.16%	UEDA YAGI TANSHI Co., Ltd.	0.76%
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(8)	Relationship between the listed company	Capital ties	Not applicable																				
		Personal relations	Not applicable																				

and the company concerned	Business relations	Not applicable	
	Related Party Status	Not applicable	
(9) Financial position and operating results for the past three years (consolidated)			
Accounting period	Year ending August 31, 2022	Year ending August 31, 2023	Year ending August 31, 2024
Net assets	40,281 million yen	77,707 million yen	92,033 million yen
Total assets	153,007 million yen	200,524 million yen	228,962 million yen
Net assets per share	670.32 yen	1,139.02 yen	1,361.63 yen
Net sales	237,927 million yen	276,344 million yen	326,754 million yen
Operating income	17,321 million yen	21,565 million yen	29,110 million yen
Ordinary income	16,241 million yen	20,386 million yen	28,321 million yen
Net income attributable to: Shareholders of the parent company	8,687 million yen	10,959 million yen	15,357 million yen
Net income per share	144.59 yen	183.16 yen	255.44 yen
Dividend per share	15.00 yen	21.50 yen	33.00 yen

4. Schedule of the Business Collaboration

(1) Date of Internal approval	November 12, 2024
(2) Date of Signing	November 12, 2024

5. Future outlook

We expect the impact of this matter on the consolidated business results and financial position of the fiscal year ending January 31, 2025 to be minor. However, if a significant change in business conditions results in a financial impact, we will disclose such information as soon as it becomes clear.