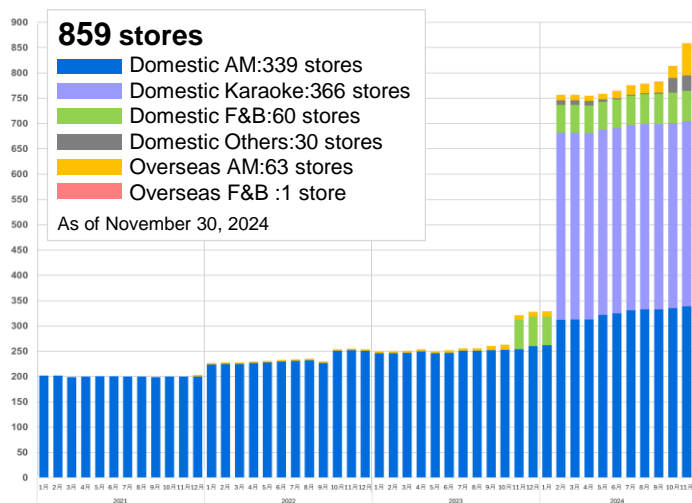


GENDA Store Expansion Progress Report

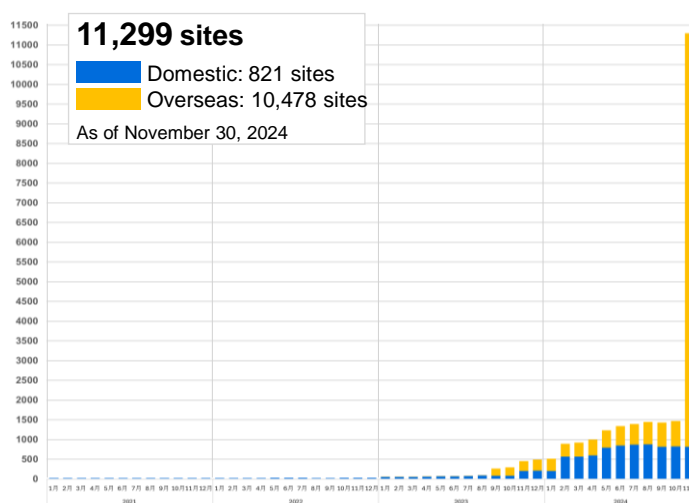
※Period covered: November 1, 2024 – November 30, 2024

1. Number of stores and sites

Number of stores



Number of sites of mini-location *Non-staffed game areas



※ Domestic F&B is the total number of "Lemonade by Lemonica" and "Hill Valley." ※ Domestic Others are stores other than AM, F&B and Karaoke in Japan.

2. GiGO opened 3 new stores and the 2nd store specializing in crane games

On the 1st, 2 new stores opened at the same time; "GiGO Vivamall Warabi Nishikicho" in a suburban shopping mall and "GiGO Crane Game Oasis Tsuzuki," which is the second store that specializes in crane games. Besides, "GiGO Vivamall Honjo" opened on the 8th and "GiGO Soyora Imabari Umagoe" opened on the 15th in collaboration with FC Imabari, which will promote to the J2 professional soccer league next season. All these stores received more customers than expected and made a strong start.

3. Karaoke BanBan opened in Yamatomachi, Sendai city

On the 15th, "Karaoke BanBan Sendai Yamatomachi" opened. It is within a 10-minute walk from the station and has a parking lot with space for about 90 cars. On the opening day, mainly customers living in the neighborhood came to the store, and from the evening many groups of students came, too. On the weekend, the store was full of many families. Besides, the feature of this store is a large amusement space with many darts and billiards, which is popular with many customers.

4. LEMONADE by Lemonica opened on the 3rd floor of COCONO SUSUKINO

On the 25th, "LEMONADE by Lemonica" opened in the commercial complex "COCONO SUSUKINO," which is directly connected to "Susukino" station on the Sapporo Municipal Subway. It is located next to "GiGO COCONO SUSUKINO," which opened at the end of January this year, and it is expected to attract more customers not only to both stores but also the entire food hall by running joint campaigns and promotions to lead customers mutually.

5. GENDA's big progress in the U.S. Over 10,000 mini-location sites now!

The number of mini-locations in the U.S. increased by about 9,800 in November, jumping straight over 10,000 in total. The mini-locations set up in major supermarket chains and cinema complexes are gradually introducing Kiddleton's know-how and attracting customers' attention as well as the refurbished section. In addition to the existing stores in shopping malls and casino hotels, a new store opened in Carrollton, Texas on the 1st. With a wide selection of Japanese anime and Japanese-style kawaii prizes, it has already become a popular spot in the community-based mall.



We are developing business activities in a wide range of areas in the entertainment industry and will continue to aim for transformational growth. Under these circumstances, the number of our entertainment platforms increased significantly through the recent acquisition of NEN as a consolidated subsidiary, and we believe that we have reached a certain target value, particularly for our network of bases in the U.S. In line with this, we believe that it is important to deliver the growth situation of sales in each business to investors in a timely manner in the future, rather than the number of bases, and from next month we will disclose sales information by segment in the format shown on the right. Besides, although we used to issue this report on the first day of each month, from now on we will do that in the middle of each month because it requires certain time to aggregate sales data (we plan to issue the first report in the new format in late January 2025, because of New Year holidays and the first work on the new format). We will keep working to provide useful information to investors. Your understanding will be highly appreciated.

Name of Segment		(unit: million yen)			Comparison on a single month basis			Comparison of cumulative total		
		Dec 2023	Dec 2024	YOY	Dec 2023	Dec 2024	YOY			
Entertainment Platform Business	Amusement									
	Karaoke									
	F&B									
Entertainment Contents Business	Character MD									
	Contents & Promotion									